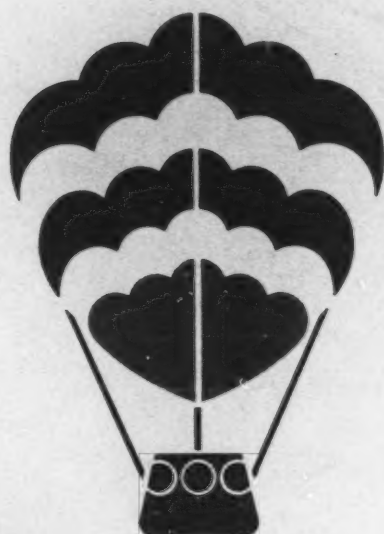


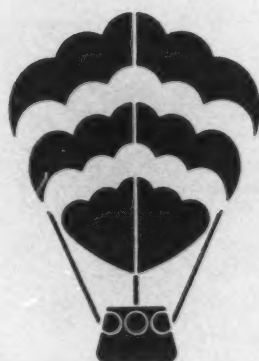
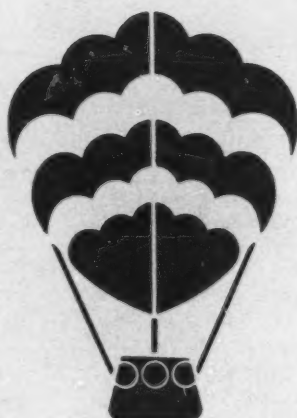
November-December, 1983

Digest



**Come Explore
The Heartland...SM
This Summer**

See page 8



AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3251.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Rockwell City	Manufacturing
10,000	Charles City	Spec Building (new)
12,000	Sioux City	Spec Building (new)
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Hopkinton	Manufacturing
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,250	Buffalo Center	Manufacturing
22,166	Mason City	Warehousing
22,280	Humboldt	Manufacturing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,600	Lake Mills	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
31,516	Webster City	Warehousing
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
34,000	Hampton	Manufacturing
35,000	Council Bluffs	Manufacturing
37,500	Spencer	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
40,000	New Hampton	Manufacturing
42,900	Ames	Manufacturing
44,348	Osceola	Lt. Manufacturing
60,250	Davenport	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
74,456 (multi-bldg. complex)	Oskaloosa	Mfg./Warehousing
85,000	Burlington	Manufacturing
96,000	Pella	Manufacturing
100,000	Cedar Rapids	Spec Building (new)
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
160,000	Waterloo	Manufacturing
169,000	Red Oak	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Sales boost seen from IDC trade mission

Sales of Iowa goods to North Africa and Saudi Arabia are expected to receive a \$3 million boost in the next 12 months because of a recent Iowa Development Commission-sponsored trade mission.

"And we're hoping that's a conservative figure," said the IDC's Max Olson, who led 11 Iowa business people on the October trade mission to Algeria, Tunisia, Egypt and Saudi Arabia.

The sales projection is based on reports from participating companies.

"One businessman had a cable request for a tender in Algeria even before he returned from the mission," Olson said.

The goal of most participants was to find sales representatives in at least three of the four countries, Olson said. That goal was reached in most cases, he said.

The IDC's trade missions are designed to help Iowa businesses find new markets, identify new customers and develop more export sales. The IDC, in cooperation with U.S. foreign embassies, takes care of most of the details of the trips, freeing the companies to concentrate on business.

Prior to this latest mission, 70 Iowa companies had participated in Iowa trade missions since 1974, visiting 43 countries.

Participating in the latest trade mission were: Jerry Chaffee of AEON International Corp., Marion; Paul Daemen of George A. Rolfes Co., Boone; Jerry Woodke of Hawkeye Eagle Trailers, Schaller; Gary Hall of INTRACO Inc., Oskaloosa; and Larry Miller of Iowa Export-Import Trading Co., Des Moines.

Allen Guckenberger of Kwik-Way International, Marion; Joe Aosse and Allen Hamood of Midamar Corp., Cedar Rapids; Vahe "Val" Abrahamian and Ahmad "Jim" Abdin of Midwest Overseas Export Corp., Des Moines; and David DeLong of Stadiums Unlimited Inc., Grinnell. ♦

Industry casts a longing eye toward Iowa's smaller communities

By Robert E. Embers

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A trend is emerging in the migration pattern of the U.S. population that marks a significant change in U.S. economic development. For the first time since 1820, the Census of the U.S. population shows that the rural and small-town population is growing faster than the metropolitan area population — more than 15 percent faster during the 1970s decade.

Although numerous factors are influencing this population reversal to less populated areas, one significant factor has been the tendency of manufacturers to locate in

smaller less urban communities. Plagued by high taxes and labor costs, congestion, and decaying infrastructure, many metropolitan areas are losing new industrial development to smaller communities. These communities frequently offer new facilities, a non-union work force, a pro-business attitude, and a quality of life more attractive to many Americans.

A recent study by Midwest Research Institute showed that, increasingly, small communities are taking a greater share of state economic development. In 1982, the most recent year for which data were tabulated, more than 30 percent of the new manufacturing plant locations in Nebraska and Iowa were in towns of between 1,000 and 5,000 in population. In addition, 20 percent of the plant expansions took place in these small communities during this same year. In comparison, during 1978, 24 percent of the new facilities and 16 percent of the expanded facilities in these states took place in small communities of between 1,000 and 5,000 in population.

Expand and diversify

The result of this change in industrial development patterns is that

rural communities are recognizing an opportunity to expand and diversify their local economy away from the traditional agricultural and mining industries. Their success will depend largely on how well they can target their economic development activities to industries that are most likely to be attracted to their community.

(Editor's note: The Midwest Research Institute recently conducted an economic development research study for the western Iowa community of Manning, population 1,609. The study examined Manning's resources and outlined the types of businesses and industries the community should try to attract.)

To some extent, this targeting effort is more critical for small communities than for metropolitan areas. Not only do these communities have far more limited financial and human resources available for economic development, but also there are far more of them competing for newly locating facilities. In Nebraska and Iowa, there are 285 communities of between 1,000 and 3,000 population. These numbers alone make it extremely difficult for a small community to stand out.

(Cont. on page 6)

Robert E. Embers is an associate research analyst for the Midwest Research Institute of Kansas City. Embers specializes in state and local economic development. The Midwest Research Institute is an independent, not-for-profit research firm providing scientific and management services for business, industry and government. This article is reprinted with the permission of the Midwest Research Institute. It originally appeared in the July 1983 issue of the institute's newsletter, Midwest Focus.

Plan outlined to 'continue, strengthen' ICB



Mary Maybee of Boone celebrates her city's award at the annual Iowa Community Betterment Recognition Day in Ames.

Gov. Terry Branstad in early November outlined a structure to "continue and strengthen" the successful Iowa Community Betterment program.

Speaking to nearly 1,000 community volunteers at the annual ICB Recognition Day in Ames, Branstad said ICB now will be coordinated by the Governor's Office for Volunteers. The program will be directed by Bobbie Finch, a member of the governor's personal staff.

The program formerly was administered by the Iowa Development Commission.

"The Development Commission will continue to provide some staffing for the program," Branstad said.

State officials started the ICB program in 1970, challenging Iowans to improve their communities through volunteer work. Community representatives come to Recognition Day each year to hear who earned awards and to learn more about how they can improve their communities. It's a day filled with workshops, awards banquets and visits to community booths.

Successes

"In my travels around Iowa, I have seen firsthand the many successes of our strong Community Betterment program. From citywide clean-ups, to mobile meals for the elderly, development of recreation areas and the upgrading of sewer and water systems, Community Betterment illustrates a lot of what's best about Iowa," Branstad said.

"We plan to maintain the program's traditions so that communities will be challenged to do their best work," Branstad said. "Recognition Day will be held next fall, as usual, but cash prizes will be modified to increase the number of youth involvement awards," the governor noted.

"To save money, preliminary judging will be done

(Cont. on page 6)

1983 Community Betterment Awards

IOWA ARTS COUNCIL

- \$300 Belmond — constructed and furnished art center-museum.
- \$300 Forest City — sponsored variety of arts activities under "Arts Awakening" theme.
- \$300 Riceville — youth presented "South Pacific."
- \$200 Albion — converted car barn into museum.
- \$200 Blackton — painted mural.
- \$200 Decorah — promoted awareness of community's historic district.
- \$200 Drake Neighborhood, Des Moines — designed "free-form" playground.
- \$200 Hedrick — renovated historic house.
- \$200 Marion — sponsored variety of cultural events.
- \$100 Calumet — built community parade float.
- \$100 Diagonal — youth sponsored art in the park and variety theater-forums.
- \$100 Elk Horn — restored and furnished historic house.
- \$100 Farmington — held First Annual Strawberry Festival.
- \$100 Gowrie — moved and renovated depot.
- \$100 Moulton — held arts week and dinner theater.

IOWA BLUE FLAME GAS ASSOCIATION

- 1. \$1,400 St. Ansgar — surveyed energy conservation projects.
- 2. \$1,000 Sioux Center — promoted energy conservation.
- 3. \$500 Monticello — renovated and made energy-efficient an old high school.
- 4. \$100 Honorable Mention — Southside Neighborhood, Council Bluffs — renovated and insulated two old houses.

COMMUNITY BOOTH DISPLAYS

- 1. \$100 Hamiltontown
- 2. \$75 Ottumwa
- 3. \$50 Corydon

1983 Community Betterment Awards

OUTSTANDING ACHIEVEMENT AND YOUTH INVOLVEMENT

CATEGORY I — Population under 345

Outstanding Achievement

1. \$500 Kirkman — held community celebration; continued park improvements; beautified community.
2. \$400 Jolley — beautified community; held centennial celebration; laid cement floor for recreational use.
3. \$300 Welton — raised money for community center; fingerprinted youth; youth worked to build recreation area.
4. \$200 Arispe — held community pig roast; began raising money for centennial; sponsored parade entry at Tingley Centennial.
5. \$100 Pleasant Plain — made drapes for community meeting room; disassembled and moved log cabin; made improvements to community building; youth built picnic table and painted playground equipment.

\$500 Honorable Mention — Calumet — began raising money for centennial; built community parade float; erected events sign, published newsletter, and surveyed residents.

Youth Involvement

\$500 Welton — see above.

\$500 Honorable Mention — Pleasant Plain — see above.

CATEGORY II — 345-450

Outstanding Achievement

1. \$500 Blockton — made improvements to Main Street; raised money for children of two accident victims; youth organized and surveyed themselves, and began raising money for tennis court.
2. \$400 Floyd — converted old gym into community center; sponsored community celebration; built solar panels for community center.
3. \$300 Goose Lake — held community meeting; held community celebration; fingerprinted youth.
4. \$200 Soldier — raised money for community-building air conditioning; beautified store fronts; started day care center.
5. \$100 Nichols — surveyed residents; set up emergency medical program; planned and raised money for new community hall.

Youth Involvement

\$500 Blockton — see above.

\$500 Honorable Mention — Diagonal — youth conducted variety of projects, including art celebration, bike-a-thon, CPR classes, and variety theater-forums.

\$500 Honorable Mention — Rowley — adults and youth built Little League ball field.

CATEGORY III — 450-545

Outstanding Achievement

1. \$500 Elk Horn — restored and furnished historic house; worked to recruit doctor; made plans for National Danish Immigrant Museum.
2. \$400 Carzen — presented alcohol-abuse play; bought CPR manikins; beautified and made other improvements to community.
3. \$300 Titonka — held community celebration; erected sign recognizing track team; established programs to comfort elderly, equip medical center, and furnish community center.
4. \$200 Churdon — constructed roadside park and built outdoor classroom; cleaned school after fire; surveyed residents.
5. \$100 Moulton — beautified community; raised money for youth center; made improvements to horse arena.

\$500 Honorable Mention — Delmar — held community meeting; beautified community and began building park restrooms; conducted several health and safety programs.

\$500 Honorable Mention — Lost Nation — expanded ball park; set up food bank; held 4-H celebration.

Youth Involvement

\$500 Murray — youth and adults sponsored leisure-education workshops; youth cleaned up community; youth planned landscaping of school grounds.

CATEGORY IV — 550-1,100

Outstanding Achievement

1. \$500 Gowrie — moved and renovated depot; youth and adults raised money for youth center; installed lights at ball park.
2. \$400 Primghar — youth planted trees; presented community theater productions; conducted nuclear-freeze meeting.
3. \$300 Manilla — renovated community hall; beautified community; held Fourth of July celebration.
4. \$200 Farmington — held community festival; held centennial celebration; erected welcome signs.
5. \$100 Schleswig — drafted proposal for reviving ICB; made plans for community endowment fund; renovated tennis courts.

Youth Involvement

\$500 Gowrie — see above.

\$500 Honorable Mention — Primghar — see above.

\$500 Honorable Mention — Riceville — youth presented "South Pacific;" youth held birthday party for library.

CATEGORY V — 1,101-2,300

Outstanding Achievement

1. \$500 Monona — bought computers for schools; renovated park; conducted substance-abuse programs.
2. \$400 Jewell — raised money to buy ambulance; sought doctor; conducted variety of civic projects.
3. \$300 Eddyville — built downtown mini-park; built picnic tables for elderly and cleaned cemetery; raised money for community center and fire station.
4. \$200 Manning — bought playground equipment; built park restrooms; set up historical display in library.
5. \$100 Holstein — fingerprinted children; made school energy efficient and beautified school grounds; sponsored community wellness programs.

\$500 Honorable Mention — Coon Rapids — fingerprinted youth; bought piano for school; held community festival.

\$500 Honorable Mention — Canyon — sponsored Des Moines Symphony concert; selected community slogan and logo; made plans for CPR instruction.

Youth Involvement

\$500 Nora Springs — youth revived living Nativity display.

CATEGORY VI — 2,301-4,999

Outstanding Achievement

1. \$500 Eldora — raised money for track facility; surveyed residents; planted trees downtown.
2. \$400 Forest City — sponsored variety of arts activities; surveyed residents; beautified community.
3. \$300 Camanche — restored community hall basement; conducted several safety programs; sponsored historical preservation activities.
4. \$200 LaClaire — started ambulance service; planned and raised money for sesquicentennial; conducted several programs for elderly.
5. \$100 Albia — converted car barn into museum; built recreation complex; raised money for activity center.

Youth Involvement

\$500 Hampton — youth organized Students Against Driving Drunk group; adults and youth developed park.

\$500 Honorable Mention — DeWitt — youth cleaned up community; collected food for needy; and sponsored bike-a-thon.

\$500 Honorable Mention — Monticello — youth sponsored several programs for elderly.

CATEGORY VII — 5,000-9,999

Outstanding Achievement

1. \$500 Decorah — studied feasibility of sheltered workshop for handicapped; continued work on greenbelt; sponsored recreation programs for youth; promoted awareness of community's historic district; sponsored fitness programs; built community arts center.
2. \$400 Maquoketa — held community meeting; raised money for food bank; held health awareness day; continued reconstruction of historic lime kilns; beautified downtown; built restrooms at football field.
3. \$300 Cherokee — raised money for heart research; raised money for music trip; held Fourth of July celebration; offered volunteer help to library; presented anniversary production at community theater; raised money for hospital.
4. \$200 Independence — surveyed residents; fingerprinted youth; cleaned up community; reopened youth center; held Fourth of July celebration; painted mural.
5. \$100 Vinton — erected welcome signs; landscaped boulevard; youth built school lounge; published community newsletter; planted trees; supported community medical practice; chose Citizen of the Month and honored business improvement project.

\$500 Honorable Mention — Iowa Falls — built park; cleaned up community; fingerprinted children; held Fourth of July celebration; began Neighborhood Watch program; bought police dog.

Youth Involvement

\$500 Vinton — see above.

\$500 Honorable Mention — Mount Pleasant — youth undertook variety of volunteer projects.

CATEGORY VIII — More than 10,000

Outstanding Achievement

1. \$500 Indianola — helped needy; studied parks system; improved school playground; renovated county museum; raised money for balloon museum; raised money for new library.
2. \$400 Ankeny — promoted substance-abuse awareness; bought equipment for and trained EMTs; sponsored Family Week; youth worked at Saylorville Lake; held drum and bugle competition; held post-prom party.
3. \$300 Marion — began construction of police station; renovated historic house; promoted economic development activities; started food bank; set up bed and breakfast program for Farm Progress Show; sponsored cultural events.
4. \$200 Boone — promoted school bond issue; sponsored summer theater; raised money for historical railroad; organized softball association; erected Christmas decorations; organized service-club coordinating council.
5. \$100 Marshalltown — raised money for school auditorium; raised money for school pool; promoted substance-abuse awareness; raised money for day care center; continued crime prevention programs; converted vacant school grounds into playground.

\$500 Honorable Mention — Ottumwa — held community festival; sponsored volunteerism conference; youth undertook variety of volunteer projects; bought police dogs; assisted elderly with crime prevention; sponsored arts events.

\$500 Honorable Mention — Sioux City — sponsored logo contest; promoted civic pride with slide show; worked with city on placement of volunteers; cleaned up community; improved park; recognized volunteers.

Youth Involvement

\$500 Fort Dodge — youth organized summer festival.

CATEGORY IX — Neighborhoods (cities more than 25,000)

Outstanding Achievement

1. \$500 Southside, Council Bluffs — renovated two houses for social-service use; youth erected fence; youth cleared weeds; youth sponsored clown presentations.
2. \$400 Drake, Des Moines — revitalized business district; revitalized historic area; raised money for and designed playground.
3. \$300 Hillcrest, Fort Dodge — awarded scholarship; held candidate forum; formed elderly and youth groups.
4. \$200 Riverside, Fort Dodge — adults and youth delivered food to elderly and needy; cleaned up park; held chili supper.

Youth Involvement

\$500 Southside, Council Bluffs — see above.

\$500 Riverside, Fort Dodge — see above.

Towns need business-like marketing

(Cont. from page 3)

Location decision

The industrial location decision for a manufacturing company involves a two-step decision process. First, the company will determine the region of the country that is most beneficial to its operation. Typically, this would include inter-regional comparisons of transportation costs and facilities, unionization, and access to regional markets and other factors. The second step represents an evaluation of the possible local sites within the region. Key considerations for industry in the local search process are availability of space for expansion, local labor costs and productivity, and the overall community industrial climate.

It is at this second stage of the site location process that the community

leaders can play a critical role in the location decision. A well-organized, informative, and business-like marketing effort involving the coordinated participation of business,

'The rural Midwest has never seen better potential for growth'

civic, and government leaders can be one of the greatest assets for community economic development. The community that is aware of the particular needs and interests of the company and is prepared to stress its own community strengths, as

well as address its weaknesses, is in a much stronger position to attract development.

Communities, like people, need to periodically step back and look at who they are, where they've been, and where they want to go. It is sometimes a painful process, but it is this introspection that allows them to acquire a higher quality of life. For almost 20 years, MRI (Midwest Research Institute) has been helping Midwestern communities to recognize their strengths and weaknesses, and to use their unique resources to create economic development. Never before in these past two decades has there been a greater potential for real economic growth and prosperity in the rural Midwest. The next decade will show which communities choose to be a part of that prosperity. ♦

66 communities earn ICB awards



Keith Heffernan, deputy director of the Iowa Development Commission, presents the first-place booth ribbon to Marilyn Niemi of Hantontown during the annual Iowa Community Betterment Recognition Day in Ames.

(Cont. from page 4)

from project books with judges visiting only outstanding projects in each population category."

Branstad's office is in the process of seeking new private-sector sponsors to add to the list of ICB supporters. Regional workshops also will be held in 1984 on project development, volunteer motivation and fundraising.

Awards

The awards given at this year's Recognition Day are outlined in the charts accompanying this article. Sixty-two Iowa communities and four neighborhoods in the state's larger cities earned awards.

The lion's share of the awards were given for outstanding achievement and youth involvement. Twenty private-sector sponsors donated \$20,000 for these awards. The communities' projects were reviewed in September by teams of volunteer judges who visited each of the 117 cities that completed the program.

In addition, the Iowa Blue Flame Gas Association sponsored cash awards for communities with outstanding energy conservation projects, and the Iowa Arts Council sponsored cash awards for communities with exceptional arts projects. Representatives of each group determined the awards in those categories.

Awards also were given to the best community booth displays at Recognition Day. Thirty-three "pride" booths were set up along the concourse of Hilton Coliseum, highlighting the achievements of neighborhoods and communities throughout Iowa. ♦

Industries quick to sign up for Iowa's new training program

Iowa's new job training program has taken off like a rocket, with four companies signing contracts for the training of more than a hundred workers during just the first three months of the program.

In fact, the program is expected to have a hand in creating 1,000 new jobs for Iowans by the end of the year.

"It would be an understatement to say the program has been well-received," said Dale Braynard, Iowa's training program coordinator. "Once companies learn what Iowa has to offer, they're very interested in pursuing their expansion plans here."

The program, technically referred to as the Iowa Industrial New Jobs Training Program, was approved by the Iowa General Assembly during the last legislative session.

The program is so innovative that other states' developers have been calling the Iowa Development Commission asking about it, Braynard said. The program even earned the tag "model legislation" from some because it does not require the use of existing tax money.

"With this program, we're lowering the employers' start-up costs and improving their profitability," Braynard said, "while at the same time creating jobs and easing the transition from the old to the new technology."

Community colleges

Through the program, new or expanding industries enter into an agreement with the community college in their area. The community college designs a program tailored to the specific industry's needs and then issues bonds to pay for the instructor, the equipment and the classroom space. The bonds are retired with property tax money collected from the increased value of the new or expanded plant, or with income tax money from the new employees' wages. The area college

also has the option of levying a standby tax on all property in its district, but that option will only rarely be used, Braynard said.

A big incentive for industry in the new program is that money from the community colleges' bonds can be used to pay up to 50 percent of workers' wages during on-the-job training. That could last up to a year, according to the law.

The on-the-job training option and other provisions of the new program have put Iowa "heads above" other Midwestern states in the area of job training, according to an analysis by one out-of-state firm Braynard recently dealt with.

Officials from another company, Flex-O-Lite of St. Louis, have said one of the reasons they decided to locate in Iowa (at Muscatine) instead of in another state is the training options available here.

Machine operation

Flex-O-Lite has made arrangements with the Eastern Iowa Community College District to train 16 workers. Most of the instruction will be on the operation of machines to screen and size reflective glass spheres for traffic signs. The training sessions, though, also will include the locally hired plant manager and several foremen.

Particularly attractive to Flex-O-Lite was the money available for workers' wages during on-the-job training, company officials said. Nearly a third of the money from the firm's \$100,000 training program will be used to subsidize trainees' wages.

Flex-O-Lite's program actually is a hybrid, combining resources from bonds issued under the new program with money obtained through the state's Industrial Start-Up Training program and the federal government's new Job Training Partnership Act.

"We like it when we can combine the resources of several programs,"

said Braynard, whose job is to tie together the training programs of the Iowa Department of Public Instruction, the Iowa Office for Planning and Programming and the IDC.

Central Can

Central Can Co., on the other hand, which also is building a plant in Muscatine, elected to set up a program exclusively through the new program.

An incremental property tax on the new value created by the plant and a withholding tax credit on the new employees' wages will underwrite the \$240,000 cost of the program. Central Can is using more than half of that money for on-the-job training.

Most of the instruction at Central Can will be on the operation of machines to blow-mold plastic containers. The firm also is seeking training for supervisory, maintenance, packaging, secretarial and quality control workers.

The first training contract signed under the new law was between Norand Corp. of Cedar Rapids and Kirkwood Community College for the training of 45 new employees. The bonds Kirkwood issues will be financed through a withholding tax credit on the wages of new employees. The cost of the project has been set at \$100,000.

Des Moines Area Community College at Ankeny also has gotten into the act by signing a contract with Firestone Tire & Rubber Co. for the training of 30 employees who will work in a new, highly technical operation at the plant. The \$200,000 cost will be underwritten with a withholding tax credit.

As of early November, three more contracts were in negotiation, involving 430 workers. Several more contracts were in various stages of development, Braynard said.

"I can't say I'm really surprised by the level of activity," Braynard said. "But it certainly is gratifying." ♦

'Come Explore,' campaign

*Come explore the heartland.
Say Vee-sha and you've caught
the campus fever.
Watch some of the nation's top
cowboys in action.
If you love jazz, . . . bring your
fiddle or your banjo.*

Yes, it's Iowa we're talking about, and it's never sounded better.

The lines above are excerpted from various print advertisements that will hit the streets this spring as part of the Iowa Development Commission's new tourism advertising campaign.

The campaign will feature regional newspaper and magazine ads, headlined by the theme "Come Explore the Heartland."

The success of the campaign, according to IDC officials, is in large

part dependent on the extent the private sector ties its own promotions to the state's campaign. A mini-conference in Des Moines in late November gave chamber executives, travel agents, restaurant owners and others who have a vested interest in attracting visitors to Iowa an opportunity to scrutinize the campaign.

"We need the support of private industry because only through a combined effort can we get Iowa's message heard," said Jack Bailey, IDC director.

"The diversity of Iowa's tourism industry is truly amazing," Bailey added. "We have put together an advertising campaign that allows us to tickle people's interest in explor-

ing just exactly what Iowa has to offer."

State and local officials have identified increased tourism as one way Iowa can diversify its economy and create more jobs. Information from the U.S. Travel Data Center indicates that travelers in the state spent nearly \$1.6 billion in 1981, and helped create 51,500 jobs for Iowans. Officials hope an organized travel campaign will increase both the number of visitors and the amount of money they spend.

Packets

Guests at the Des Moines mini-conference each received a packet of materials outlining the mechanics of incorporating the statewide campaign into local promotions. Billboards, press releases, direct mail, and bumper stickers all were covered in the kit. (Information on how to obtain one of the kits appears later in this article.)

Of particular interest at the conference was the new radio jingle.

Each conference participant received a reel-to-reel tape containing three versions of the music that promotes the campaign's "Come Explore The Heartland" theme.

Local businesses and communities can insert their messages into one of the three formats to provide a customized version of the theme. More ambitious advertisers can make use of instructions included in the kit to incorporate the theme into 30-second television commercials.

Reinforcement of the theme on a local basis, throughout the state, will further strengthen the IDC's investment in the campaign, Bailey said.

Variety

The major emphasis of the campaign is newspaper ads that stress the variety of Iowa events and points of interest. Each ad highlights various attractions and events in the state, giving travelers a specific incentive to plan their next trip to Iowa.

New theme set to an Iowa tune

Though experts in the music production field tend to gather in the major metropolitan and music centers of Los Angeles, Chicago, Nashville and New York, Iowa has its own share of talented musicians. It was that conviction that led the Iowa Development Commission to Sound Ideas Productions in Sioux City.

The assignment was to put together a jingle for the state's new tourism campaign, based on the theme "Come Explore The Heartland."

Direction from the commission to use Iowa sources gave the nearly five-year-old company a chance for some statewide exposure. Lon Rochester, marketing expert with the firm, says he is pleased to be working for the state.

Rochester stresses that all four principles in Sound Ideas Pro-

ductions were born and raised in Sioux City. Brothers Craig and Greg Wall are professional musicians who were on the road for five years, under contract with a Nashville recording company. They finally tired of living out of a suitcase and joined forces with Rochester and business manager Jim Rossiter, setting up shop back in their favorite city, Sioux City.

IDC Director Jack Bailey confirms the commission's commitment to using Iowa companies as suppliers.

"Iowa has so much business and creative talent, there's no reason to go outside the state," he says. "And any business we can give an Iowa company stays right here in Iowa."

Sound Ideas Productions seconds that motion. ♦

beckons

The ads also feature a clip-out coupon to send for more information on Iowa vacations. Metropolitan newspaper audiences in the six states contiguous to Iowa will be seeing these ads.

Regional magazine coverage includes such well-known publications as *Better Homes & Gardens* and *National Geographic*. And the campaign will be featured at travel shows throughout the country this winter.

"I'm thrilled with the design of this program," said Paul Comer, manager of the IDC's visitors section. "It allows us maximum flexibility in promoting the distinctly different regions of the state, while local businesses can get in on the excitement at the same time.

"This versatility will give us a higher profile nationwide," Comer added.

Kit available

A limited supply of mini-conference kits is available to Iowa business, industry and community representatives who would like to incorporate the theme into their own advertising. Requests for the materials should be addressed to: Iowa Development Commission, 600 E. Court Avenue, Des Moines, Iowa 50309. Or call: 515/281-3098.

The kit includes the following materials:

- Introduction to the theme, possible uses
- IDC media schedule
- Black-and-white reproductions of IDC ads
- Suggested uses for local campaign tie-ins
- How to design print ads
- Help available locally
- Jingle tape — 60-second, 30-second and 10-second
- Sample radio scripts
- How to incorporate theme into TV spots
- How to customize billboards
- Direct mail concepts, picture postcards
- Public relations primer

Record numbers seek Iowa travel information

Demand for information on Iowa's visitor attractions hit peak levels last summer, with the state's seven tourist information centers drawing record crowds for the second year in a row.

Nearly 72,000 travel parties signed the centers' books in 1983. During 1982, about 63,200 travel parties registered, then a record.

The average travel party size in 1983 was 2.8 people, meaning that about 200,000 travelers stopped at the centers this summer. The centers, which were open from May 16 through Sept. 15, are located at rest areas along Iowa's three interstate highways. The Iowa Development Commission operates the centers.

"I think we have to attribute much of the increase to the improved economy," said Paul Comer, manager of the visitors section for the Iowa Development Commission.

"And continued economic recovery in 1984, along with our new tourism advertising campaign, should do even more to increase the number of travelers in Iowa."

The value of the centers was confirmed in interviews with 1,350 of the information center visitors. Eighty-one percent of the interviewed said they did not obtain Iowa travel information before entering the state.

Spending

Besides the increase in the number of visitors, average spending by each travel party also was up.

The visitors who were interviewed indicated their parties spent an average of \$80.46 per day while in Iowa, up from \$62.17 in 1982. A breakdown indicated that for every travel dollar spent in Iowa in 1983, 40 cents went for

transportation costs, 29 cents for lodging, 25 cents for food, and a nickel for entertainment. The remaining penny was spent on miscellaneous items.

The average travel party size of 2.8 people this summer represented little change from the year before. And the average trip length of 3.9 days — of which 2.6 days were spent in Iowa — was about the same as in 1982.

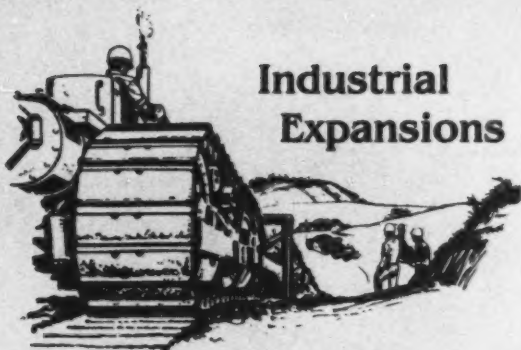
Families again comprised the majority of travel parties, although the percentage dropped slightly to 69 percent. The figure was nearly 71 percent in 1982. Meanwhile, the number of travel parties that were headed by retired persons increased to 17 percent in 1983, up from 13 percent the year before. And, of the heads of travel parties who were interviewed, nearly 50 percent said their ages were between 55 and 74 years.

Pass-through

This year's research again indicated that the lion's share of Iowa's visitors are passing through the state on their way somewhere else. A marketing plan written for the Iowa Travel Council last winter said pass-through travelers represent one of the largest untapped markets for Iowa's visitor industry.

In the travel center interviews, 81 percent of those responding said they would be willing to make unscheduled side trips. The average amount of time they would be willing to spend on such a side trip is about 1.3 hours, the surveys indicated.

When asked what types of attractions would interest them enough to make an unscheduled side trip, the travelers cited historical areas most often, with scenic areas and museums also garnering high ratings.



Industrial Expansions

Wal-Mart, Ryko head long

Wal-Mart Inc.

Wal-Mart Inc. of Bentonville, Ark., has announced plans to build a \$10 million distribution center in Mount Pleasant, employing 400 people.

Sam Walton, Wal-Mart president, cited the "tremendous cooperation" his firm received from the Iowa Development Commission and the Henry County Development Corp. as one factor in the company's decision to build in Mount Pleasant.

Wal-Mart's initial contact with the IDC came through the agency's CALL ONE business information service. The firm requested information on establishing retail outlets in Iowa. Impressed by the service they received from the CALL ONE staff, Wal-Mart officials decided to look at Iowa as the site for a distribution center.

The 600,000 square-foot distribution center is scheduled to open in early 1985, and will serve stores throughout the upper Midwest. Other factors involved in the company's decision to locate in Iowa were the state's central location and its productive work force, Walton said.

Sheaffer Eaton Division

The Sheaffer Eaton Division of Textron has broken ground for a 90,000 square-foot distribution center in Fort Madison.

The center is set to open in 1984 and is expected to employ about 100 workers.

Murray Eisner, Sheaffer Eaton president, said company officials decided to locate the center in Fort Madison because of the "diligent and intelligent work force, good community relations, persuasive

local officials and the superior leadership of the local plant." Sheaffer Eaton already is Fort Madison's largest employer, employing about 1,000 workers at a pen-manufacturing plant.

Norand Corp.

Norand Corp. of Cedar Rapids has announced an expansion of its computer manufacturing operation, creating 45 new jobs.

Kirkwood Community College will train the new workers, using provisions outlined in a new state job training program. The agreement between Norand and Kirkwood is the first under the new law. (See story on page 7.)

Norand employs about 400 workers at its downtown Cedar Rapids facility, manufacturing handheld data-processing systems and point-of-sale data-processing systems.

Norand also recently announced the signing of a \$40 million contract with the Pizza Hut chain to provide computer systems to all 2,500 of the company-owned restaurants in the chain.

The precise impact of the contract on Norand's employment level is not known, company officials said. The contract is the largest in Norand's history.

Ryko Manufacturing Co.

Ryko Manufacturing Co. of Des Moines, a maker of automatic car washes, is moving to expanded quarters in Grimes.

The company studied relocation opportunities in Texas. "But the efforts of the Iowa Development Commission and the Bureau of

Economic Development (of the Greater Des Moines Chamber of Commerce) made it economically feasible for us to stay in Iowa," said James A. Nelson, Ryko's chief executive officer.

"This was a team effort," said Jack Bailey, IDC director. "Everyone involved is proud of being part of retaining industry in central Iowa."

The new headquarters provides Ryko with nearly a third more space than its present facility on Des Moines' east side, and the opportunity to hire as many as 50 additional workers.

Iowa Electric, ADM

Iowa Electric Light & Power Co. and Archer Daniels Midland have begun work on a joint \$43.5 million project in Cedar Rapids to refurbish the Prairie Creek Power Station.

The renovated facility will provide both electricity and steam to ADM's plant in southwest Cedar Rapids. When completed, the project will be the largest "cogeneration" facility in Iowa.

Construction work is expected to create about 150 jobs. The project is scheduled to be completed by late 1985.

No immediate expansion is planned of ADM's plant, but chief engineer Glenn Kimball said the project will lower his company's energy costs. And when ADM looks for a plant to enlarge, the lower production costs will make the Cedar Rapids facility a leading candidate.

National Soil Tilth Center

Iowa State University will be the site of a \$17 million National Soil Tilth Center for the U.S. Department

list of Iowa expansions

of Agriculture.

The center is set to be completed by 1987. Preliminary plans include laboratory, office and shop space for 20 scientists, more than 200 science technicians and 60 graduate students.

The center is to be the national headquarters for a broad-based attack on questions about how to protect and improve topsoil.

Decal Specialties

Decal Specialties of Mason City recently moved its manufacturing and shipping operations into a remodeled 20,000 square-foot building in that city.

The firm also constructed an adjoining 20,000 square-foot addition.

The company — which produces illustrated stickers, stick-on identification labels and notepads — opened in 1981 with five employees. The firm now employs more than 200 workers.

Further expansion is expected in the next three years, and employment could rise to 800, company officials said.

Rawhide Trailers of Iowa

Rawhide Trailers of Iowa has been on a steadily increasing production schedule since beginning operations in Cresco in June.

The firm's initial work force of about 20 employees has grown to 40. The initial production goal of 20 steel livestock trailers per week — expected to be reached at the start of 1984 — was attained just a few weeks after production began.

Rawhide moved into the building formerly occupied by Feather-Lite

Trailers of Iowa, which earlier this year expanded its central plant by about 7,500 square feet. The central plant expansion enabled Feather-Lite to abandon the building Rawhide now occupies and expand its production of aluminum livestock trailers. Feather-Lite employs about 60 workers.

Lennox Industries Inc.

Lennox Industries Inc. of Marshalltown has started production of new medium-high efficiency gas furnaces and two larger models of

its popular "pulse" furnaces.

The additional production spawned the hiring of 40 new workers this fall, and the possibility exists that more will be added to the company's work force. The current payroll of 700 at Lennox represents a 25 percent increase since spring 1982, when production of the "pulse" furnaces began.

The "pulse" furnaces have efficiency ratings of 91 to 97 percent, compared to about 60 percent for conventional gas furnaces. The new

(Cont. on page 12)



Sam Walton, president of Wal-Mart Inc., holds up a copy of the newspaper that hailed his firm's decision to build a multi-million dollar distribution center in Mount Pleasant. (Photo courtesy of the Mount Pleasant News.)

(Cont. from page 11)

medium-high efficiency furnaces have about an 80 percent efficiency rating.

Teleconnect Co.

Teleconnect Co. of Cedar Rapids has announced the purchase of a former beer distributing center in that city for use as its new corporate headquarters.

The company plans to spend about \$700,000 renovating the building. The building will provide 35,000 square-feet of space when the remodeling is completed.

Teleconnect's work force has grown from 25 to 325 employees since 1982, and company officials said they expect to add another 300 workers to the payroll in 1984. Teleconnect provides long-distance telephone service.

McGrew Manufacturing

McGrew Manufacturing has opened an office in Guttenberg, with plans to start a manufacturing operation there late next summer.

The company will employ about 12 workers in the manufacture of a device to remove loose dust from pharmaceutical pills before they are packaged. Plans also are being made to produce several other products.

Heying Foods Inc.

Heying Foods Inc. has announced plans to build a \$2.3 million processing plant in Panora.

The plant will produce frozen cooked egg products. About 60 workers are expected to be employed, with start-up scheduled for late summer 1984.

Minnesota Store Equipment

Minnesota Store Equipment of Hopkins, Minn., has announced plans to open a manufacturing plant in Mason City.

The maker of walk-in coolers is buying the former Gambles depot. The firm plans to start production in February, initially employing 20 to 30 workers.

J.M. Grimstad Inc.

J.M. Grimstad Inc. of Milwaukee is building a 6,000 square-foot warehouse in the Cedar Falls Industrial Park.

The warehouse is scheduled to open in January, eventually providing jobs for five or six people. Grimstad currently has an office in Waterloo. The company specializes in pneumatic and hydraulic equipment.

Oscar Mayer & Co.

Oscar Mayer & Co. is expanding the ham-boning operation at its Perry plant.

About \$40,000 has been spent on equipment and other improvements, and about 100 additional employees will be hired.

Rose's Wood Products

Rose's Wood Products of Clinton has been on a steadily increasing production schedule since opening in July.

The firm began with three employees, and now employs 15. Plans are to add 15 more.

The company manufactures waterbed frames, rails, drawers, pedestals and decks.

Hawkeye Steel Products Inc.

Hawkeye Steel Products Inc. recently held open house ceremonies at its new plant in Houghton.

The plant employs about 25 people, manufacturing "Pride of the Farm" livestock feeding and watering equipment. Products are manufactured, assembled, painted and packaged at the new Houghton plant. Hawkeye's foundry is in Waterloo.

Douglas & Lomason Co.

Douglas & Lomason Co. of Red Oak has doubled its plant size and production capacity because of a contract with Chrysler Corp. to produce parts for its new mini-van.

The company's work force earlier this fall grew from 115 workers to

134. Employment eventually could reach 180, according to company projections.

Barrows Enterprises

Barrows Enterprises of Camanche has announced plans to add two product lines and double its production capabilities.

Barrows, which specializes in van conversions, expects to hire more than 50 additional workers. Further expansion is planned.

Completion of the project is expected before the end of the year.

Auto Assemblies, Inc.

Auto Assemblies Inc. is reopening its Lamoni division with a payroll of about 50 workers.

Employment could grow to 150 by next spring, company officials said.

The plant closed in late 1979 because of depressed conditions in the automotive industry. The reopened plant will build cross body harnesses for GM's full-size "C" cars. The reopening led to the expansion of the plant from 27,000 square feet to 35,000 square feet.

Schneider Metal Manufacturing Co.

Schneider Metal Manufacturing Co. has announced plans to build a 20,000 square-foot addition to its plant in Mason City.

The addition, which is expected to be completed in early 1984, will be used for warehousing and manufacturing operations. Schneider manufactures Ross Temp Ice makers, wood burning furnaces and energy exchange systems. It employs 260 people.

Cargill Inc.

Cargill Inc. has announced plans to build a 20,000 square-foot addition to its soy protein processing plant in Cedar Rapids.

The expansion is set to be completed next spring and is expected to generate additional employment. But the number of new jobs has not been determined. ♦

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

September, 1983

Service Area	New		Service Area	New	
	Individual Placements	Applicants & Renewals		Individual Placements	Applicants & Renewals
Ames	141	387	Iowa City	320	1,332
Atlantic	119	205	Keokuk	28	523
Burlington	256	913	Marshalltown	789	891
Carroll	594	518	Mason City	930	1,215
Cedar Rapids	2,791	3,548	Muscatine	64	388
Centerville	75	142	Newton	257	372
Charles City	20	87	Oskaloosa	255	271
Clinton	118	757	Ottumwa	281	577
Council Bluffs	477	1,062	Sheldon	66	153
Creston	44	220	Shenandoah	149	296
Davenport	317	1,651	Sioux City	685	1,183
Des Moines	1,168	2,967	Spencer	435	584
Dubuque	472	1,431	Storm Lake	147	264
Fairfield	208	303	Waterloo	763	1,834
Fort Dodge	380	505	Webster City	94	200
Fort Madison	59	216			
TOTAL			12,592 23,024		

¹All individual placements made by and applicants listed with Iowa Department of Job Service.

Leading States for Farm Marketing (\$Mil.)

	Livestock & Products		Crops		Total	
	7 mos./83	7 mos./82	7 mos./83	7 mos./82	7 mos./83	7 mos./82
U.S.	40,481.7	40,895.7	33,990.3	34,738.3	74,472.0	75,634.0
Iowa	3,515.8	3,480.7	2,667.7	2,540.3	6,183.5	6,021.0
California	2,376.8	1,457.2	3,980.5	4,293.6	6,357.3	6,750.9
Texas	3,037.2	1,110.6	2,488.1	2,390.1	5,525.3	5,500.7
Illinois	1,365.1	1,367.7	2,619.2	3,254.6	3,984.4	4,622.3
Minnesota	2,062.2	2,063.5	1,833.3	1,397.0	3,895.4	3,460.4
Nebraska	2,385.6	2,488.5	1,292.2	1,478.8	3,677.9	3,967.3
Kansas	2,200.5	2,203.6	1,150.3	1,150.9	3,350.8	3,354.4
Florida	551.3	550.0	2,381.8	2,302.6	2,933.1	2,852.6
Wisconsin	2,325.6	2,433.3	550.4	525.6	2,876.0	2,958.9

U.S. Consumer Price Index

	Aug., 1983	Aug., 1982
All Urban Consumers (1967 = 100)	300.3	292.8

U.S. Composite Construction Cost Index

	July, 1983	July, 1982
U.S. Composite Construction Cost Index (1977 = 100)	159.2	155.2

Business Data

	8/83	8/82	8 mos./83	8 mos./82
New Car Registrations	7,421	5,559	60,884	49,626
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	72.9	23.0	327.6	134.8
Savings	6.4	-23.6	593.9	-51.6
Work Force (000)	1,362.0	1,400.9	1,363.1	1,396.2
Unemployment	78.9	85.6	92.6	88.6
Rate (% of work force)	5.8	6.1	6.8	6.4
Employment	1,283.1	1,315.3	1,270.5	1,307.6

Value of New Dwellings¹ (\$000)

	9/83	9/82	9 mos./83	9 mos./82
Ames	\$ 1,956.0	\$ 76.5	\$ 5,216.0	\$ 983.5
Bettendorf	928.5	718.3	6,466.1	2,893.6
Burlington	140.0	52.0	1,124.7	1,404.0
Cedar Falls	232.9	2,237.6	1,334.4	2,902.5
Cedar Rapids	255.3	118.8	1,374.4	1,341.6
Clinton	215.0	0	1,069.5	163.0
Council Bluffs	333.3	2,339.0	2,256.8	3,127.4
Davenport	1,129.9	2,592.7	6,447.3	5,179.1
Des Moines	4,301.6	1,953.8	8,008.4	5,244.8
Dubuque	0	0	970.3	510.7
Fort Dodge	106.0	0	970.3	170.0
Iowa City	1,367.5	676.7	25,515.3	14,487.5
Keokuk	49.0	90.0	295.0	1,683.3
Marion	104.9	90.5	718.1	488.4
Marshalltown	0	87.0	1,185.0	672.0
Mason City	273.0	360.0	2,408.1	1,036.1
Muscatine	687.8	166.2	5,553.4	1,026.1
Newton	0	455.0	240.0	1,257.2
Ottumwa	75.0	51.0	520.0	1,453.0
Sioux City	189.4	142.9	1,588.4	2,113.3
Urbandale	1,193.2	418.3	5,436.9	3,361.5
Waterloo	123.5	254.4	2,135.6	1,821.6
W. Des Moines	1,719.3	1,440.3	12,019.5	3,842.4
TOTAL	\$ 15,381.1	\$ 14,341.0	\$ 92,855.5	\$ 57,162.8

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Personal Income

	1983		1982	
	I	II	I	II
Personal Income (\$000,000)	31,324	NA	29,782	30,458

Stock Index

	Iowa ¹	Dow Jones Industrial
July, 1983	369.81	1,199.22
August, 1983	224.66	1,216.16
Sept., 1983	227.69	1,233.13

¹Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	9/83	9/83	9/82
	\$	\$	\$
Corn, bu.	3.23	3.27	2.09
Soybeans, bu.	8.22	7.36	5.21
Oats, bu.	1.77	1.60	1.49
Hogs, cwt.	44.60	46.60	60.90
Beef cattle, cwt.	54.50	56.10	57.10
Calves, cwt.	53.10	54.50	64.50
Milk (whls), cwt.	12.90	12.70	13.20
Sheep, cwt.	14.40	14.50	20.70
Lambs, cwt.	49.30	48.30	50.70
Eggs (market), doz.	.50	.49	.39
All hay, ton baled	68.00	54.00	49.00
Turkeys, lb.	.41	.34	.44

Average Prices Paid by Farmers

	9/15/83	9/15/82
	\$	\$
Beef cattle concentrated, 32-36%	14.30	12.30
Hog feed, 38-42% protein	17.00	14.30
Soybean meal, 44% protein	15.50	12.00
Dairy feed, 16% protein	210.00	176.00
Poultry feed, layer ration	200.00	173.00

Commodity Feed Price Ratios

	9/15/83	9/15/82
Hog — corn ¹	13.8	29.1
Beef cattle — corn ¹	16.9	27.3
Egg — feed ²	5.4	5.0
Milk — feed ³	1.23	1.50

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Three new execs join IDC

Two new managers and one new administrator have joined the staff of the Iowa Development Commission.

Thomas A. Frisk is the new group manager for marketing. John T. Schaffner is the new group manager for community resources. And Max Milo Mills is the new administrator of the small business division.

• Frisk, prior to joining the IDC, was a partner in a Minneapolis venture capital firm, where he analyzed and evaluated businesses and industries from throughout the Midwest.

Frisk, a Mason City native, has extensive marketing and sales management experience. He earned his bachelor's degree at Iowa State University, and later received a master's in business administration from the University of Iowa.

As group manager for marketing, Frisk oversees all marketing activities at the IDC. Under a recent reorganization, the marketing duties that formerly were assigned to the tourism, agriculture and industrial divisions now are combined into one Marketing Group.

• Schaffner, most recently, was the acting executive secretary of the new State Racing Commission. Prior to that, he served for 12 years as the legislative liaison officer for the Iowa Department of Public Safety. He be-



Thomas A. Frisk



John T. Schaffner



Max Milo Mills

gan his career as a government teacher at Postville Senior High School.

Schaffner earned his bachelor's degree at St. Ambrose College and completed graduate studies in political science at Notre Dame University.

As group manager for community resources, Schaffner oversees the IDC's work with Iowa's communities, assisting them in their economic development efforts.

• Mills, a Marshalltown native, is an attorney and former state senator. He served on former Gov. Robert D. Ray's staff from 1968-70. Mills was the regional director of the federal Department of Health, Education and Welfare in Kansas City

from 1970-77. After leaving the HEW post, Mills was associated with an international management firm specializing in small-business consulting.

Mills earned his undergraduate degree at the University of Chicago, and received his law degree from Drake University.

Mills administers the new Small Business Division, created by the 1983 Iowa Legislature as part of its efforts to create jobs. The division is charged with encouraging the development of small businesses, helping small businesses with state and federal purchasing regulations, and seeing that small businesses in the state prosper. ♦

Foreign business inquiries

Call 515/281-3251 for more information

Building frames

A Belgian firm is seeking a U.S. licensee for its universal building system. The steel-building frames are light and easy to assemble, and are constructed to offer virtually limitless design combinations. (893-6434L)

Safety systems

A German manufacturer of luminous safety systems is interested in introducing its product to the U.S. market. The firm is seeking a joint venture or license agreement with a U.S. company. The German product has a long afterglow and has

received wide acceptance in several countries. (G83-7128JL)

Ring-books

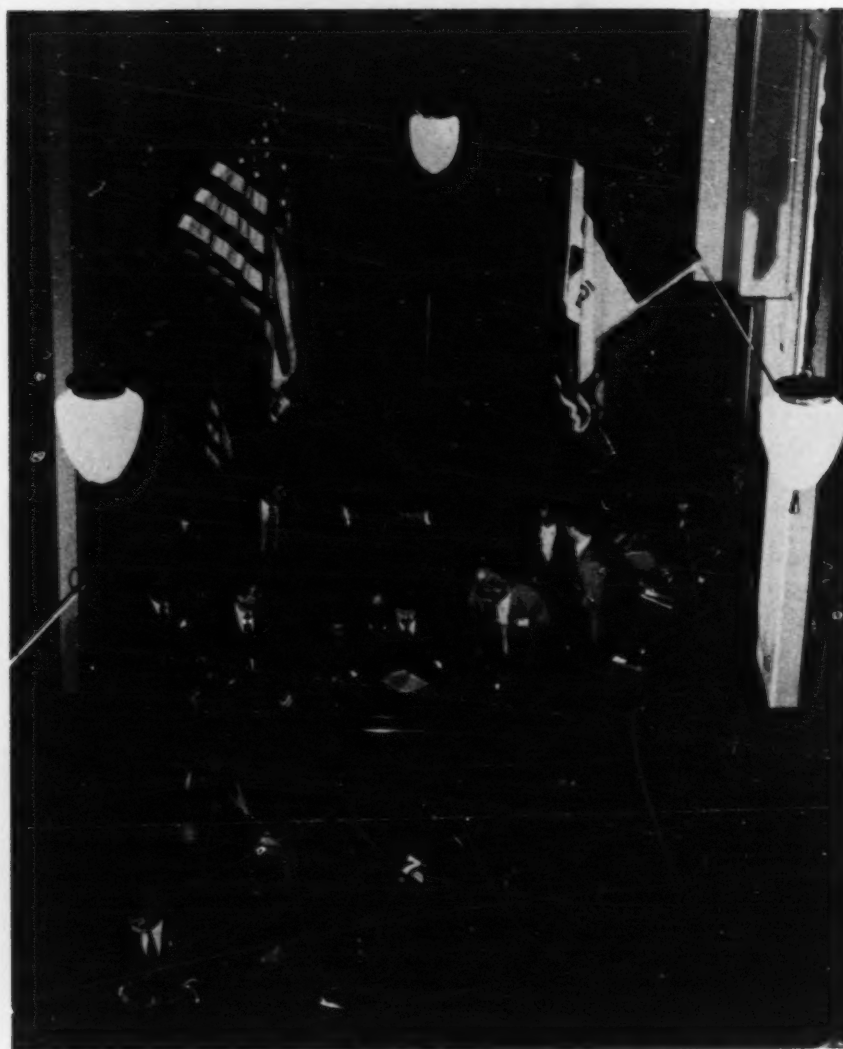
The largest European manufacturer of ring-book mechanisms is seeking a joint venture with a U.S. company. The German firm produces about 57 million of the mechanisms a year and offers more than 250 types and sizes. Its annual sales total about \$13 million. (G93-7227J)

Baking equipment

A German baking equipment manufacturer is interested in discussing a licensing agreement with

a U.S. firm for the production of its modern baking installations. In turn, the company is looking for production licenses for flat and toast bread. Established in 1868, the firm employs 80 people. (G93-7326A)

The Iowa Development Commission has available to interested firms two lists of projects in the Peoples' Republic of China. The projects encompass a wide variety of industries and products, and the means for collaboration also are diverse. Much potential is seen in these cooperative ventures. The lists are available by calling 515/281-6823. ♦



Gov. Terry Branstad and members of a Taiwanese trade delegation sign grain contracts during October ceremonies in the Capitol Rotunda.

Taiwan seeks to import more American goods

Iowa business people should look to Taiwan when they're seeking new export markets, according to the director general of that country's Board of Foreign Trade.

Vincent C. Siew relayed that message in October when a 35-member Taiwanese trade delegation visited Iowa. The Republic of China team bought more than \$36 million worth of Iowa grain during the visit, and met with representatives of 40 Iowa manufacturers, food processors and export companies.

"The State of Iowa has been one of our major import associates in the past," Siew said. "We would like to

expect closer trade relations with your state in the years ahead."

The three-day Iowa visit was one leg of a 28-city, U.S. tour, during which the Taiwanese bought more than a half-billion dollars worth of agricultural and manufactured products.

The team was hosted by the Iowa Development Commission, the Iowa Corn Promotion Board and the Iowa Soybean Promotion Board.

The Republic of China is America's seventh-ranked trading partner, importing \$4.37 billion worth of goods in 1982. The country imports 95 percent of its food.



IDC DIGEST

Nov.-Dec. 1983 Vol. XII-No. 12

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Premiere show proclaimed a success

300 get 'A Taste of Iowa'

Prize-winning cheese, glistening honey, creamy dips and crispy chips. This and much more was tasted at the premiere of the Iowa Development Commission's new showcase for processed foods, "A Taste of Iowa."

Retail, institutional and food service buyers from across the state gathered at Des Moines' Marriott Hotel in November to sample the wares of 35 of Iowa's most aggressive food processors. Nearly 300 guests responded to personal invitations extended by the IDC on behalf of the food processing industry. Booths displayed many of the participants' products, while a 60 foot-long, hors d'oeuvres table was laden with more.

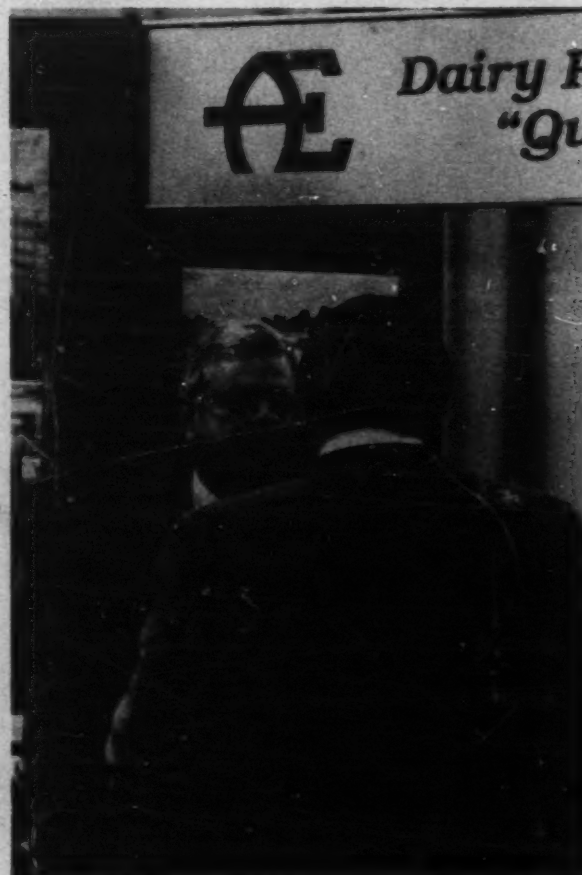
Buyers and exhibitors alike proclaimed the show a success.

"A Taste of Iowa," initiated this year as a promotional vehicle to tout the state's star gastronomic attractions, will follow-up the Des Moines show with visits to other parts of the nation.

"Nearly every type of Iowa food imaginable is represented during 'A Taste of Iowa,'" said Leann Treloar Smith, coordinator of the program for the IDC. "And when you bring all that great Iowa food together with food buyers you create extra business for the state's food processors."

The program is open to any food processing company that operates a plant in Iowa.

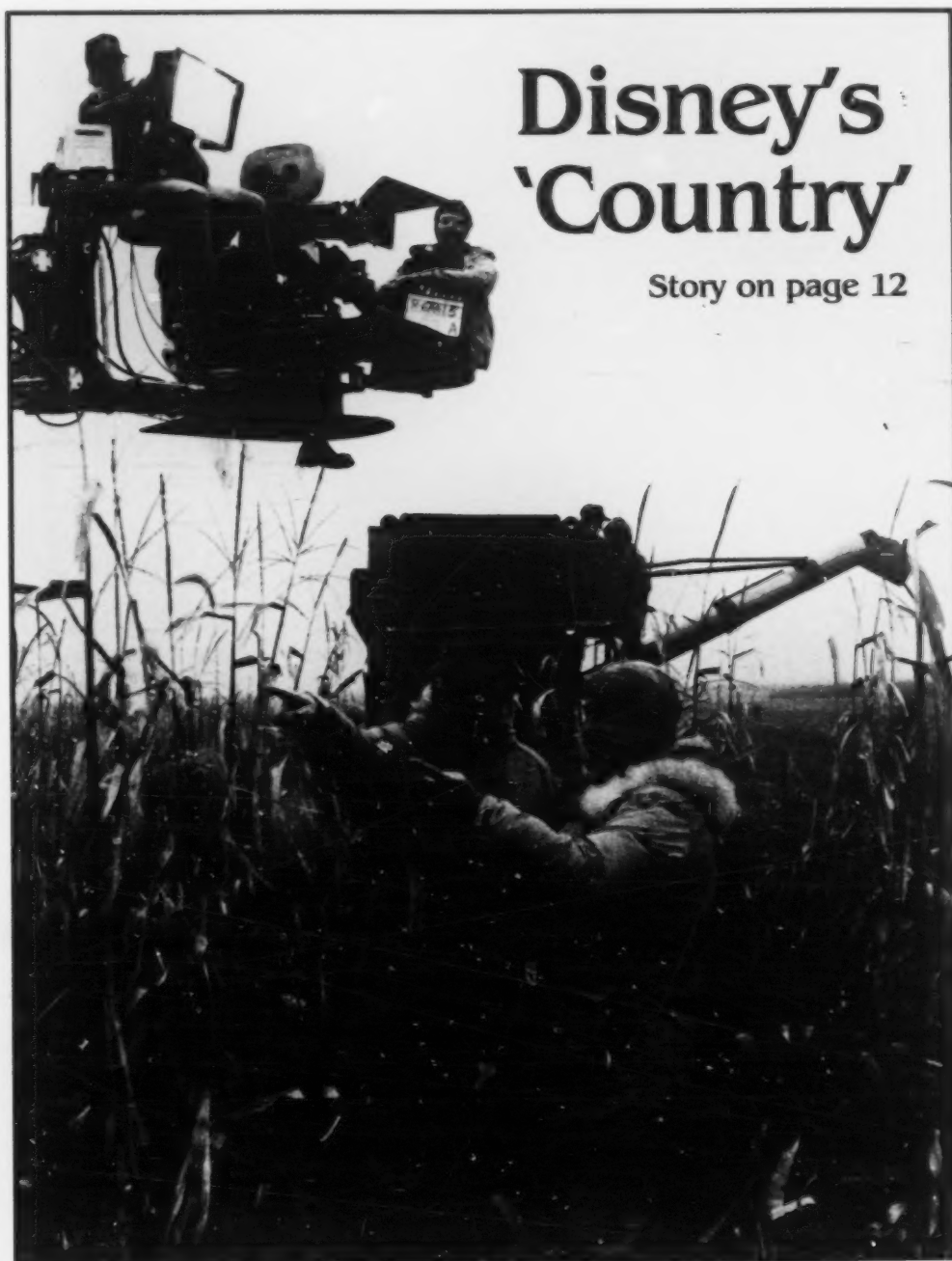
"A Taste of Iowa' promotions will give Iowa processors the chance to meet with food buyers from throughout the country in a professional atmosphere," Smith said. "The food processing industry is the state's second largest manufacturing employer. Interest generated by 'A Taste of Iowa' shows should lead to new business and, subsequently, new jobs. We expect strong support from local industry."



Jim Erickson of Anderson Erickson Dairy in Des Moines talks with a guest at the first "A Taste of Iowa" show in Des Moines' Marriott Hotel.

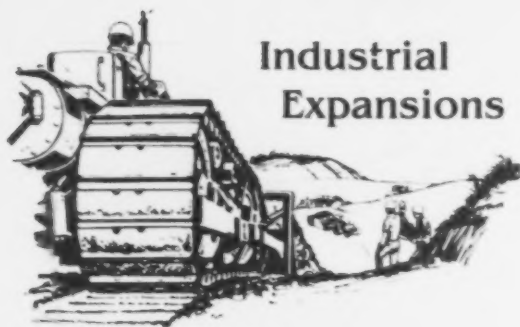
January, 1984

Digest



Disney's 'Country'

Story on page 12



Industrial Expansions

Iowa industries create jobs

Dieomatic Inc.

Dieomatic Inc. of Montezuma has broken ground for a \$3 million plant in Traer.

Production is expected to begin this spring. The plant is scheduled to employ 100 workers once full production is reached, probably by late summer, company officials said.

Workers at the 50,000 square-foot facility will metal stamp automotive and agricultural machinery parts.

The enthusiastic attitude of Traer's residents and the existence of a good plant location were the main reasons Dieomatic selected Traer for the new plant site, said Ron Peck, Dieomatic vice president. Traer officials worked with the Iowa Development Commission on the project.

Dieomatic is a subsidiary of Magna International of Toronto, Canada. In addition to its Montezuma plant, the firm also has factories in Belle Plaine, Victor and Williamsburg. The Traer plant will operate under the name Traer Manufacturing Inc.

Electronic Technology Corp.

Electronic Technology Corp., Iowa's first microchip company, recently started operations in Cedar Rapids.

The firm initially will employ six workers, designing and selling semi-custom integrated circuits. The circuits are of the type that in recent years have begun running everything from calculators to computers. Two electronics industry leaders, Exar and DCI, both of California, have agreed to transfer their technology and software to the Cedar Rapids firm.

"This transfer marks the beginning of a new era in the electronics

industry," said Scott Clark, company president. "Silicon Valley design technologies are now available in the Midwest."

Full-scale operations at Electronic Technology Corp. won't start until later this year, when employment is expected to grow to 20 workers.

Based on contacts with prospective customers, company officials said they expect the firm eventually will do nationwide business and employ hundreds of Iowans.

The firm represents the first investment for the new Iowa Product Development Corp., a group established by the 1983 Legislature to help Iowa companies develop new products. The corporation is investing \$100,000 in the company. The Iowa Development Commission lends administrative support to the Product Development Corp. (For more details, see story on page 6.)

Electronic Technology Corp. was formed by a group of five Cedar Rapids engineers and business persons.

SNC Manufacturing

SNC Manufacturing Co. Inc. of Emmetsburg is undertaking an expansion that will double the size of its plant in that city.

The firm plans to hire 10 additional workers by June. The company currently employs 31 workers.

SNC manufactures electrical specialty transformers.

Pacific Gamble Robinson

Pacific Gamble Robinson Co. of Minneapolis has announced plans to build a new warehouse and distribution center in Mason City.

The 35,000-40,000 square-foot facility represents a \$1½ million in-

vestment by the company, and will allow the firm to offer a larger line of products. Additional employment is planned, but the precise number of new workers has not been determined.

The warehouse, in Mason City's industrial park, is expected to be completed this fall. Pacific Gamble Robinson is the nation's largest distributor of produce and other food products.

Quality Products Inc.

Quality Products Inc. of Eldora is expanding both its production capacity and its payroll.

Plans were to hire 20 more workers by the end of last year, bringing the firm's payroll to 60 workers.

Three new computerized blow molding machines, designed for high speed production and said to be the latest technology, are being installed at the plant, forcing a doubling of the plant's size to 42,000 square feet.

The firm manufactures lawn and garden sprayers. Quality Products is a subsidiary of H.D. Hudson Manufacturing of Chicago.

Iowa 2000 Corp.

Iowa 2000 Corp. has started negotiations with Jet Stream Plastics for the purchase of its plant in Mason City.

Iowa 2000 plans to produce ethanol and ethanol co-products, as well as ethanol production equipment.

The corporation is a new company, which has plans for the establishment of several plants in Iowa over the next two years.

About 35 people will be employed when the operation is completed. Production at the plant is expected to begin later this spring. ♦

Nine steps toward a brighter future for Iowa

By Jack C. Bailey

If the experience of the past four years has taught us Iowans anything, it's that the state's economy must be diversified.

It's hard to imagine that until 1979 we considered our state recession-proof. Between 1979 and 1982, Iowa lost more non-farm jobs than all but three states. Overnight, universal truth became mythology.

But how do we go about turning things around? And what besides diversification is needed to get the job done?

The Iowa Development Commission and its staff recently spent four months studying Iowa and its economy, seeking answers to these questions. We looked not only at our past and our present, but also sought a vision of the future, unencumbered by restrictive preconceptions. To help, we solicited the opinions of those in business, labor, education and government.

The result of these months of study is a six-year plan for the Iowa Development Commission and for the State of Iowa. We've listed nine goals we must strive for if Iowa is to be restored to a leadership position.

Place Iowa in the forefront of supplying food for world demand.

The 21st Century promises a new world economic order. As trade de-

pendencies cement allegiances, missiles and might will be abandoned as instruments of power by a far more precious weapon — food.

Iowa is uniquely suited to assume leadership in this field — our expertise and initiative are a solid base upon which to build. But our perspective must expand if we are to meet this global challenge.

We must develop new agricultural products, beyond the corn, soybeans, beef and pork we now raise. We must process as well as grow agricultural products. We must promptly share with Iowa industry the biogenetic and technical research conducted at our state universities. And we must build a World Food Center.

Create and expand business opportunities in Iowa.

In the past 20 years, Iowans seem to have become more cautious, more wary. Bold entrepreneurs are not easily found. We must do everything we can to give every bright idea a chance, beyond the excellent initiatives the Legislature approved last year in the Iowa Product Development Corp. and the Iowa Venture Capital Fund.

We must tailor the tax system to encourage investment and entice risk-takers to stay in Iowa. We must establish a technical research transfer center to draw thinkers and planners and manufacturers together in an atmosphere of exchange. We

must develop a pool of accomplished professionals who have retired from active daily business, but who have a wealth of expertise to share with younger achievers. And we must encourage the investment of Iowa's public employee pension funds in Iowa ventures.

Attract high growth business to Iowa.

By high growth, we don't mean exclusively high technology. Studies indicate that industries involved solely in high-tech production will generate only about 380,000 additional jobs in the United States by 1990.

"High growth" is a much broader phrase, encompassing health services, office products, communications, retail and wholesale, finance, tourism and recreation, as well as the entire field of new technology. We must be visionary. How about a "Steamboat Town" of Disneyland proportions on our eastern riverfront? What about development of a major space communications facility, one that uses Iowa's topography for interference-free satellite reception?

The IDC already has begun work on a sophisticated computer program that will match Iowa's assets with categories of industry, identifying those sectors that are growing and those that might find our state appealing. At the same time,

(Cont. on page 4)

Jack C. Bailey is the director of the Iowa Development Commission.

(Cont. from page 3)

we're also working to ensure that we don't ignore the industries that historically create the lion's share of our new jobs each year — the ones already operating here.

Iowa's communities have a big role to play in working toward this goal. They must step back and assess their strengths and weaknesses. They must prepare themselves for an all-out marketing effort.

Improve Iowa's transportation systems to facilitate economic development.

The state's geographically central location, combined with ambitious plans to draw more industrial development into the state, require that fully modernized transportation take its place among our top priorities.

We must take steps to attract more regional air carriers. Rehabilitation of branch railroads is long overdue, as well as the development of inter-urban passenger lines. We can afford no less than full exploitation of barge shipping because of the natural gift of two navigable rivers on our borders. And we must fight the out-migration of trucking companies with legislative re-examination of financial incentives.

Ensure that the Iowa education system is responsive to current and future job skills needs.

We have good reason to be proud of our fine education system, but we must not become complacent.

Recent economic stress has proven that the rewards of an excellent education are nullified by inability to find work. We must find ways to involve the private sector in the planning and delivery of education, and give industry an incentive to develop corporate partnerships with schools.

We can't stress enough the importance of education. According to a recent survey, three of the top five non-cost factors company executives consider when seeking a new plant location are education related.

Educators must begin meeting

with industrial representatives to assess their needs and anticipate trends. Teachers should be given leaves of absence to take advantage of industrial internships, and students should visit industrial sites for instruction. State scholarships should be awarded only to those students willing to commit several years to practicing in Iowa. And our community colleges must take an even more active role in training and retraining people for the ever-changing work world.

'We cannot stress enough the importance of education'

Ensure that our greatest natural resources are fully utilized without damaging our environment.

Industrial development creates an unrelenting pressure to assure plentiful energy. Equally important, as industry becomes a more vital segment of our economy, are the precautions we must take to assure conservation.

Research should be conducted into alternative energy sources — solar, hydro and biomass. Conversion of solid waste into steam and electricity also holds promise as an energy alternative. Our abundant supplies of coal have been overlooked in recent years, and we must put them to work.

The quantity and quality of Iowa's water will become in the future an even more important sales tool in drawing economic development to Iowa. Precautions must be taken to preserve water rights and to guard our water from contamination.

And we must not take our fertile soil for granted.

Prepare state and local entities for new responsibilities resulting from government decentralization.

Decentralization of government isn't just a reflection of our current

national administration. People are demanding less government and depending upon their own efforts to find happy and productive lives.

We must incorporate leadership training into our education systems. We must look seriously at local options for sales taxes. Business should heed the recommendations of the National Task Force on Social Responsibility by forming public/private partnerships and availing themselves of the tax advantages for investments in community development. Business also should initiate a program of loaned executives to help elected leaders and the not-for-profit sector cope with new responsibilities.

Build a spirit of cooperation between government, education, business and labor.

Japan rose to its present-day pre-eminence in world trade because of a coordinated focus that marshalled the strengths of its entire society. We shouldn't be too proud to accept the Japanese example and develop our own Iowa standard of performance.

We must support Iowa industry, not only with energy and hard products, but with services that represent future economic growth. We must coordinate our efforts to receive the highest possible return for every dollar we spend to promote economic development. And we must foster and develop a united effort among management, labor, education and government, ignoring wasteful squabbles.

Recognize that any and all future progress of Iowa ultimately depends on our greatest resource — our people.

All the riches and prosperity in the world are useless to those without the character to use them wisely. Iowans have a very special character. Call it resolve. Call it backbone. Iowans are tough, and they're smart.

Studies by the federal government long have shown that the production of an Iowa worker far exceeds that of the average U.S. worker. And the

(Cont. on page 14)

Development in the limelight

More than 700 local leaders gathered at seven sites across Iowa in December to learn more about how to foster the economic development of their communities.

The occasion was the first Governor's Conference on Local Economic Development.

The conference was a showcase of Iowa's communications technology. Panels of experts spoke from Ankeny, while Heritage Cablevision cameras simultaneously televised their remarks to sites in Mason City, Council Bluffs and Waverly. Audio connections brought the sounds of the conference to additional sites in Bettendorf, Ottumwa and Sheldon.

Two-way audio at all the sites allowed audience members to question the experts. Officials said the advanced-technology methods enabled organizers to reach a maximum number of people at a minimum cost.

Agenda

A question-and-answer session with Gov. Terry Branstad highlighted the day-long conference. Earlier in the day, speakers from both the public and private sectors told the local leaders about state and federal programs designed to boost the economic development of communities, including a variety of grants and loans. Experts also discussed programs to spark business, including funds for employee training, changes in securities laws and capital for new product development.

A panel of Iowa Development Commission staff members described how communities can market themselves.

"The leadership of the community is constantly changing," said Jack Bailey, IDC director. "If we want to be effective in marketing Iowa for jobs, we have to inform and educate continually."

Bailey told the local developers that communities should focus on "holding on to what we've got."

"More than 80 percent of new jobs in manufacturing come from existing companies expanding. Many communities are working on attracting new industry instead of seeing



Jack Bailey, director of the Iowa Development Commission, stands at a lectern as an address by Gov. Terry Branstad is broadcast to local developers gathered at seven sites across Iowa. The first Governor's Conference on Local Economic Development was a showcase of Iowa's communications technology.

what's there already."

Bailey also stressed the need for communities to compile and update a Community Quick Reference. The IDC keeps these publications on file and sends them to business prospects.

The Iowa Office for Planning and Programming distributed a booklet at the conference describing 47 different programs that offer economic development assistance. Copies of this booklet can be obtained by writing: Nicky Schissel, OPP, Capitol Annex, Des Moines,

Iowa 50319.

Organizers of the conference were: the IDC, Iowa Office for Planning and Programming and Iowa Department of General Services. Co-sponsoring the event were: the Iowa Bankers Association, Iowa State Association of Counties, Iowa League of Municipalities, Iowa Manufacturers Association and Iowa Utility Association.

Funds for the conference were provided by a federal Economic Development Administration grant. ♦

Iowa board invests \$100,000 in state's first microchip company

The Iowa Product Development Corp., a capital revenue source established by the 1983 Legislature, has made its first investment in Iowa enterprise.

Electronic Technology Corp. of Cedar Rapids, Iowa's first microchip company, received \$100,000 from the development corporation. The contract was signed in December. Three Cedar Rapids investment companies joined the Product Development Corp. in providing seed money to the firm.

Electronic Technology Corp. is a new company founded to supply semi-custom integrated circuits, or microchips, to the Midwest and the nation.

Karla Fultz, chairperson of the Product Development Corp., is enthusiastic about the Cedar Rapids company's potential.

"This is the first opportunity we've had to spark this kind of industry," she said. "We all have hopes that this is just the beginning."

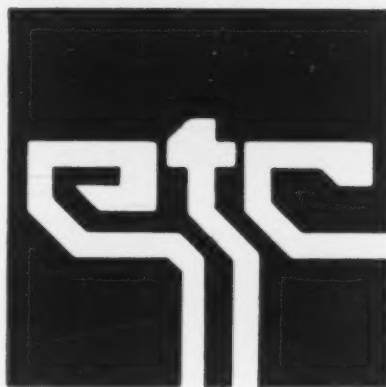
Gov. Terry Branstad, who attended announcement ceremonies in Cedar Rapids, said, "We're excited about this announcement — for what it means to Cedar Rapids and the whole state of Iowa."

Ownership interest

The Product Development Corp. is a quasi-public corporation whose aim is to help Iowa companies develop new products. The corporation's board of directors are able to invest risk capital to help fund new products. In return, the corporation negotiates ownership interest in the product or the company.

Money earned from ownership interests in successful products then will be available for other new product projects. The intent of all investments is to create jobs for Iowans. The Iowa Development Commission lends administrative support to the corporation.

Electronic Technology Corp. will



employ 20 people within its first year of operation. Projections show the firm will require a staff of several hundred within the next six to eight years, according to Scott Clark, company president. The market for semi-custom integrated circuitry is expected to grow at an annual rate of 60 percent in the next three years, he said.

"Semi-custom" is one of three options available to manufacturers when selecting circuitry. The simplest option is to adapt the project requirements to a standard circuit. As with any standardized product, the user may get more, less or different capabilities than what is desired. The most satisfactory alternative, and also the most expensive, is to custom design the circuit specifically to the desired requirements. Because circuitry is but one part of the overall need, custom designing is often not economically feasible. A more viable option, and one that is used in the majority of applications, is to take some elements of standard components and customize the rest of the circuit to match specific needs. That's semi-custom integrated circuitry.

Silicon Valley

The semi-custom integrated circuitry industry currently is concentrated in the Silicon Valley of northern California. Through a unique

technology transfer arrangement with two California firms, Electronic Technology Corp. is able to offer this product in the Midwest.

Availability of microchips in the Midwest will represent a significant price advantage to local industry, company officials said. And Iowa's more modest cost of living will allow the firm to be competitive in national markets as well, they added.

Doug Getter, the IDC's group manager for research and development, is pleased that the Electronic Technology Corp. was selected for the first investment of Product Development Corp. funds. Getter is the IDC's liaison with the corporation's board of directors.

"I think the public in general recognizes the implications of electronics in our future," Getter said. "There's no question that it will play a crucial role in industry, agriculture and our way of life. It's important for Iowa to further develop its own electronics industry identity and this is a marvelous way to keep the ball rolling."

Popular

Plenty of other entrepreneurs have expressed interest in obtaining some of the \$729,000 available to the Iowa Product Development Corp. for its first year of operation, Getter said. He has been fielding calls from applicants since the program was announced this fall.

Qualifications are restrictive, however, and the application process is demanding, Getter said. Though all kinds of enterprises are of interest to the corporation, the group is specifically searching for businesses that can demonstrate a high probability of success and create jobs for Iowans. More detailed information on the program and the application process can be obtained by writing: Iowa Product Development Corp., 600 East Court Avenue, Suite C, Des Moines, Iowa 50309; or calling Getter at 515/281-3925. ♦

Iowa Economic Indicators



State of Iowa
Office for Planning
and Programming

Growth in GSP Confirms: Recovery is in Place

The state's economy returned to a growth mode during the second quarter of 1983, marking the fourth increase in economic activity in the last five quarters. The Iowa Composite Indices of Leading, Coincident and Lagging Economic Indicators suggest continuing growth through at least the end of 1983.

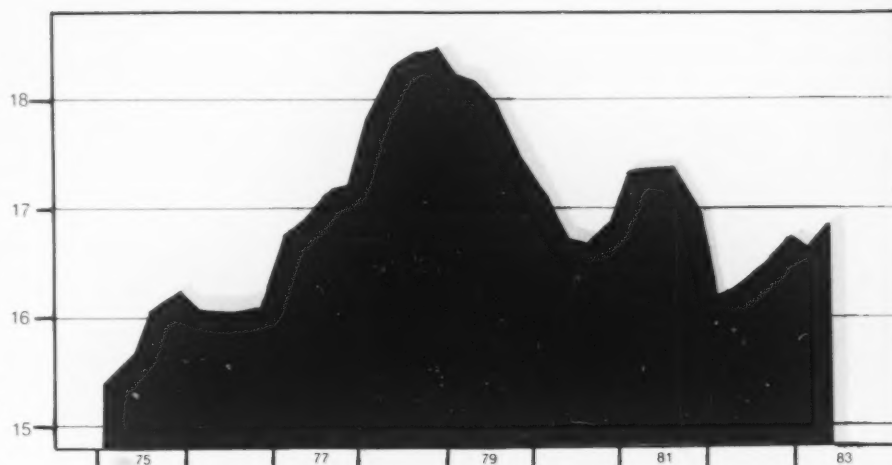
Iowa Gross State Product

Substantial increases in corporate profits and nonfarm proprietors' incomes combined to boost Iowa's inflation-adjusted GSP by 1 percent during the second quarter of 1983. The second quarter growth marked the fourth increase since the low point set in the first quarter of 1982. During this expansion, real GSP has risen by 4.1 percent. However, this measure of overall economic activity remains 8.7 percent below its all-time peak reached during the final quarter of 1978.

Real corporate profits rose by 16.1 percent, and nonfarm proprietors' income grew by 9.1 percent during the second quarter. Gains in those two areas were partially offset by a decline of 10.5 percent in farm proprietors' income. Proprietors' income and corporate profits have been the prime beneficiaries of the rising productivity and modest wage increases that have accompanied the recession.

Iowa Gross State Product

(in billions of constant 1972 dollars, seasonally adjusted at annual rates)



Consumer Confidence

Consumer spending on big-ticket durable items is a major force in the current national economic expansion. One major factor in a consumer's decision to purchase these items is his opinion of the most likely changes in the economy. The Iowa Index of Consumer Sentiment measures the public's confidence in the economy, and therefore, the likelihood of increased expenditures on major household items.

The index is based on consumer surveys conducted by pollsters at IMR, Opinion Research of Des Moines. IMR employs the same technique in Iowa that is used nationally for the University of Michigan Index of Consumer Sentiment.

The Iowa index for the fourth quarter of 1983 shows no significant change from the results of the previous survey, which was conducted six months earlier. The Iowa index's movements have paralleled those of its national counterpart, showing substantial gains earlier this year, but exhibiting stability since then.

The Iowa Index of Consumer Sentiment is published by IMR. For more information about this indicator, contact Michael Craft, IMR, Opinion Research, 715 Locust Street, Des Moines, Iowa 50309. The most recent Iowa survey includes responses from 1,000 adults randomly selected during November, 1983.

Industrial Production Indices

The Iowa Industrial Production Index rose by 5 percent in September, largely on the strength of a 14.2 percent monthly rebound in nonelectrical machinery production. The September index was 6.6 percent higher than its level of one year earlier, with strong annual growth exhibited in all six industrial groupings. Annual industry growth ranged from 4.4 percent in nonelectrical machinery to 13.9 percent in rubber and plastic products.

Selected Economic Indicators

All Series Seasonally Adjusted

(All indices, 1967 = 100)	Annual Average		1983		Percent Change from	
	1981	1982	Q-1	Q-2	83:Q-1	82:Q-2
Iowa GSP (billions)						
Constant (1972) dollars	17.2	16.4	16.7	16.9	1.0	3.6
Current dollars	33.5	34.0	35.5	36.1	1.7	7.8
Iowa Personal Income (billions)						
Constant dollars	16.1	15.2	15.2	15.3	0.7	1.6
Current dollars	31.3	31.4	32.3	32.8	1.5	5.8
Gross National Product (billions)						
Constant dollars	1,513.8	1,485.4	1,490.1	1,525.1	2.3	2.4
Current dollars	2,954.1	3,073.0	3,171.5	3,272.0	3.2	6.6
			Aug. 1983	Sept. 1983	From Previous	
					Month	Year
U.S. Industrial Production Index	151.0	138.6	151.4	153.7	1.5	11.9
Iowa Industrial Production Index	161.9	137.8	139.1	146.0	5.0	6.6
Food & Kindred Products	143.5	136.0	136.6	140.0	2.5	5.8
Printing & Publishing	161.7	158.9	170.1	169.9	-0.1	6.9
Rubber & Plastics	287.8	247.6	239.3	289.9	1.2	13.9
Fabricated Metals	135.8	111.6	119.8	120.5	0.6	8.5
Nonelectrical Machinery	177.2	132.5	120.8	137.9	14.2	4.4
Electrical Equipment	128.7	114.7	118.2	121.1	2.5	5.6
Iowa Composite Indices						
Leading	132.3	126.6	141.6	143.3	1.2	11.6
Coincident	142.8	131.5	130.9	133.0	1.6	2.1
Lagging	128.1	129.0	129.0	129.3	0.3	0.2
Iowa Initial Jobless						
Claims Index	362.1	532.1	353.5	363.2	2.7	-29.7

Total Labor, Proprietors' and Corporate Income in Iowa

Seasonally Adjusted at Annual Rates

Billions of Constant (1972) Dollars

	Annual Average		1983 Q:1	1983 Q:2	Percent Change from	
	1981	1982			83:Q:1	82:Q:2
Total Income	12.05	10.84	11.03	11.27	2.2	4.9
Goods-producing	5.36	4.17	4.09	4.20	2.7	2.4
Agriculture	1.36	0.81	0.85	0.78	-8.6	14.9
Mining	0.03	0.02	0.02	0.02	1.0	-10.4
Construction	0.62	0.52	0.52	0.53	1.5	3.8
Manufacturing	3.35	2.82	2.70	2.87	6.3	-0.8
Durable	1.99	1.59	1.49	1.62	8.9	-2.9
Primary Metals	0.12	0.18	0.09	0.09	5.1	21.7
Fabricated Metals	0.26	0.23	0.23	0.24	6.3	4.1
Machinery	0.90	0.66	0.53	0.60	11.8	-14.2
Electrical Machinery	0.33	0.29	0.28	0.29	0.7	-4.4
Nondurables	1.36	1.23	1.22	1.25	2.8	2.3
Food & Kindred	0.64	0.58	0.58	0.56	-2.2	-4.1
Printing & Publishing	0.17	0.14	0.12	0.12	-5.6	-15.8
Rubber & Plastics	0.10	0.08	0.07	0.07	-0.2	-11.0
Service-producing	6.69	6.67	6.94	7.07	1.9	6.3
Transportation & Public Utilities	0.84	0.80	0.82	0.84	2.4	1.6
Finance, Insurance & Real Estate	0.69	0.68	0.78	0.84	8.1	24.1
Trade	2.06	2.07	2.16	2.19	1.4	6.3
Wholesale	0.95	0.96	0.99	1.00	0.7	4.2
Retail	1.11	1.11	1.17	1.19	1.7	8.0
Services	1.62	1.62	1.67	1.69	1.2	4.6
Government	1.47	1.48	1.50	1.52	0.9	3.6

Agriculture

Real farm income posted its second consecutive decline during the second quarter of 1983 when compared to the first quarter. Rising crop prices were not sufficient to offset a 14 percent fall in hog prices. Some growth in real farm income can be expected during the last half of 1983, the decline in hog prices became more moderate during the third quarter, and crop prices continued to rise. Growth was also expected during the fourth quarter, when the farmers who participated in the federal payment-in-kind program began receiving grain in exchange for their participation.

Manufacturing

Real income from manufacturing industries jumped by 6.3 percent during the second quarter. The growth was centered in durable goods, where non-electrical machinery income increased by 11.8 percent after a 7.8 percent decline in the first quarter.

Despite the growth during the latest period, the recovery has yet to begin in earnest among manufacturers. The second-quarter increase brought real manufacturing income to roughly its year-earlier level and left it 22 percent below its pre-recession peak reached in 1979. Some growth was expected during the third quarter due to slight employment gains and the increasing productivity which usually is apparent during the early stages of a recovery. However, further expansion is expected to be gradual. And some key industries, such as nonelectrical machinery and food products, may not reach their pre-recession levels until late in 1985, if ever.

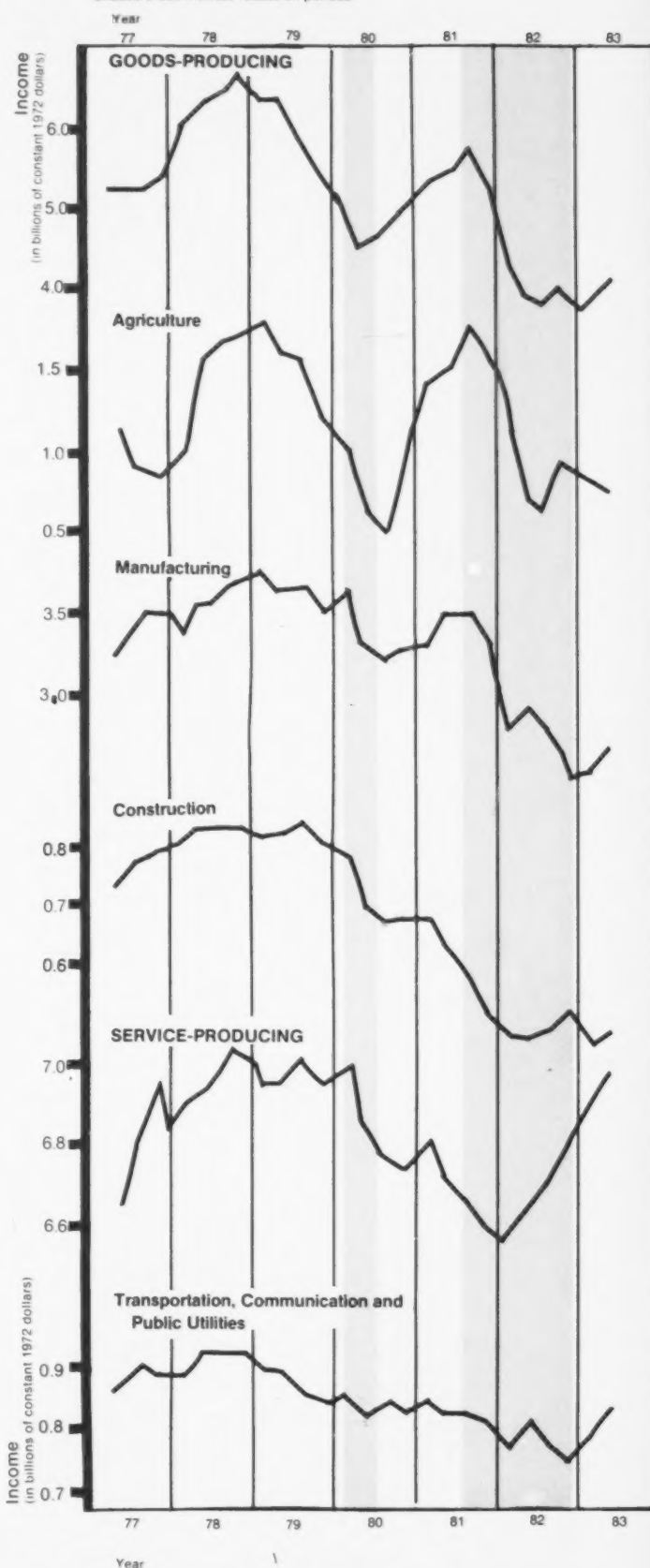
Construction

Real income in the construction industry posted a modest gain in the second quarter of 1983 when compared to the first quarter. The lack of substantial declines in real interest rates, however, will probably dampen income growth in this industry. The weak employment growth exhibited during the third quarter also indicates slow income gains.

Transportation, Communication and Public Utilities

Real income originating in this sector posted its second consecutive gain during the second quarter. Stability in employment during the period reflected the improving condition of the industry. At least some of the second quarter's gains can be attributed to the probable increase in the demand for warehousing and transportation services caused by the rising level of manufacturing output.

Shaded areas indicate recession periods.

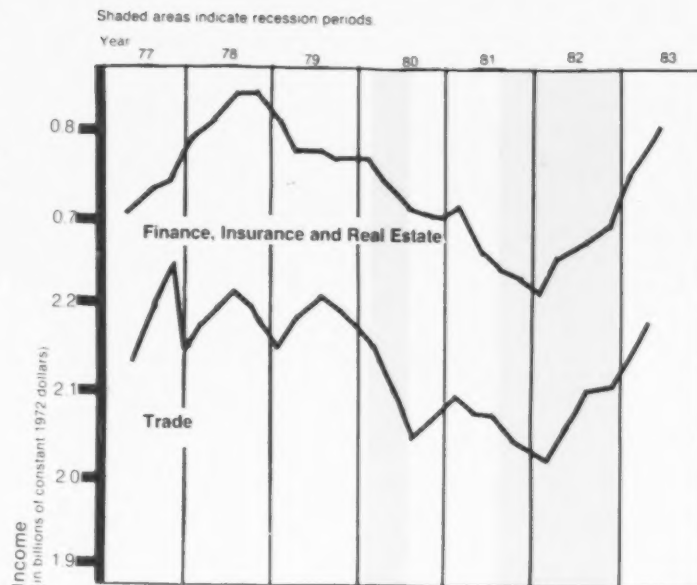


Finance, Insurance and Real Estate

The resurgence of real income in this industry group was stronger than that for any other sector during the past four quarters. Income in this sector is quite sensitive to changes in interest rates. High interest rates tend to depress income in the real estate and financial portions of the sector while boosting the return on insurance companies' investments and, therefore, their profits. During much of the past year, financial income also may have been helped by higher interest rates, as banks and other financial institutions adopted rates of return on loans that better reflected the higher costs of their lendable funds.

Trade

The economy's recovery is graphically reflected in real income from the trade industries, which has grown by 8.4 percent from its low point during the first quarter of 1982. Both the wholesale and retail components have shown growth.



Iowa Composite Indices

Improvement in the economy and probable future growth are reflected in Iowa's composite indices of cyclical economic indicators. The composite index of leading economic indicators rose by 1.2 percent in September, the fifteenth increase in the last 18 months.

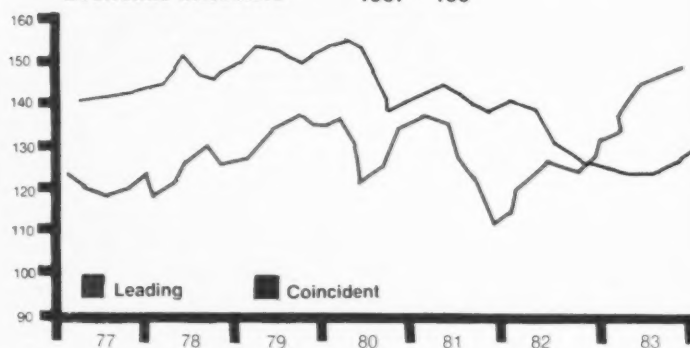
The length of time during which this index has been increasing is an indication that some growth can be expected in the labor market during the next several months. September's increase resulted from improvement in four of the five data items included in the index. Residential construction contracts rose 7.8 percent and made the largest contribution to the composite's rise. The index of agricultural crop prices increased by 7.3 percent during the month and continued to reflect the lower production levels caused by the drought and the federal payment-in-kind program.

Of the five leading indicators, only one showed disappointing performance during September. There was a slight increase in the number of first-time filings for unemployment insurance benefits during the month. The 2.7 percent increase was the second consecutive monthly gain, and this indicator should be watched closely, since further increases could signal a stalling of the recovery.

The Iowa Index of Roughly Coincident Indicators posted a 1.6 percent gain in September. Two components affected by August layoffs posted increases in September. Nonfarm payroll employment was up 0.8 percent and industrial production rose 5 percent. The other two components of the index, new incorporations and sales tax receipts adjusted for inflation, increased slightly, but not enough to influence the coincident index.

The Composite Index of Lagging Indicators rose 0.3 percent in September following a 0.9 percent rise in August. This second consecutive monthly increase appears to confirm that the economy is out of danger. Two of the three components emitted positive signals. The index of help wanted advertising rose 4.3 percent and average unemployment duration declined by 1 percent. Income tax withholding receipts adjusted for inflation fell slightly for the month, although they were above last year's level.

Iowa Composite Indices of Leading and Coincident Economic Indicators 1967 = 100



Labor Market Information

Iowa Labor Force Summary

Iowa Labor Force Summary													Net Change		Percent Change		
	1982				1983								From		From		
	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Aug. 83	Sept. 82	Aug. 83	Sept. 82
Resident Civilian Labor Force	1 389.9	1 397.3	1 371.7	1 341.6	1 317.6	1 331.6	1 345.8	1 368.8	1 389.6	1 402.4	1 385.0	1 365.2	1 358.7	6.5	31.2	5	2.2
Resident Unemployed	80.3	82.8	88.5	94.9	111.3	108.9	102.6	94.8	86.5	83.2	79.8	79.4	62.0	17.4	18.3	21.9	22.8
Percent Unemployed	5.8	5.9	6.5	7.1	8.4	8.2	7.6	6.9	6.2	5.9	5.8	5.8	4.6	1.2	1.2	1.2	1.2
Change in Rate	-5	1	6	6	13	2	6	7	7	3	-1	0	12				
Resident Total Employment	1 309.6	1 314.5	1 283.2	1 246.7	1 206.3	1 222.7	1 243.2	1 273.9	1 303.0	1 319.2	1 305.2	1 285.9	1 296.7	10.8	12.9	8	1.0
National Unemployment Rate	10.2	10.5	10.7	10.8	10.4	10.4	10.3	10.2	10.1	10.0	9.5	9.3	8.8	5	1.4	5	1.4

*Unemployment rate changes are in period-to-period differences in the rates. All others are in percentage differences.

Labor Force Information for Iowa is non-Current Population Survey data.

Average Hours and Earnings in Iowa

Average Hourly Earnings

	1983		1982		Percent Change from	
	Sept. 1983	Aug. 1983	Sept. 1982	Aug. 1983	Sept. 1982	Sept. 1982
Total Nonagricultural	\$ 7.69	\$ 7.50	\$ 7.64	2.5	0.7	
Manufacturing	10.17	9.95	10.25	2.2	0.8	
Durable Goods	10.39	10.05	10.41	3.4	0.2	
Fabricated Metal Products	8.81	8.81	8.80	0.0	0.1	
Machinery Except Electrical	12.65	11.76	12.64	7.6	0.1	
Electrical Equipment & Supplies	9.76	9.54	9.16	2.3	6.6	
Non-durable Goods	9.90	9.83	10.04	0.7	1.4	
Food & Kindred Products	9.80	9.72	10.29	0.8	4.8	
Printing & Publishing	10.62	10.67	10.74	-0.5	1.1	
Nonmanufacturing	6.89	6.78	6.81	1.6	1.2	
Mining	7.63	7.53	8.11	1.3	-5.9	
Contract Construction	11.22	10.77	11.65	4.2	3.7	
Transportation & Public Utilities	10.69	10.38	10.42	3.0	2.6	
Wholesale & Retail Trade	6.24	6.19	6.11	0.8	2.1	
Finance, Insurance & Real Estate	6.42	6.42	6.30	0.0	1.9	
Services	5.95	5.88	5.81	1.2	2.4	

Average Weekly Hours

	1983		1982		Percent Change from	
	Sept. 1983	Aug. 1983	Sept. 1982	Aug. 1983	Sept. 1982	Sept. 1982
Total Nonagricultural	35.1	35.2	34.6	0.3	1.4	
Manufacturing	40.2	39.8	39.1	1.0	2.8	
Durable Goods	40.2	39.9	38.7	0.8	3.9	
Fabricated Metal Products	40.4	38.8	38.0	4.1	6.3	
Machinery Except Electrical	39.0	40.5	39.3	3.7	0.8	
Electrical Equipment & Supplies	38.5	37.3	39.4	3.2	2.3	
Non-durable Goods	40.2	39.7	39.6	1.3	1.5	
Food & Kindred Products	39.9	40.0	40.3	0.3	1.0	
Printing & Publishing	39.2	38.7	39.5	1.3	0.8	
Nonmanufacturing	33.7	34.1	33.4	1.2	0.9	
Mining	46.8	47.0	50.1	0.4	6.6	
Contract Construction	40.9	42.9	36.9	4.7	10.8	
Transportation & Public Utilities	40.4	40.7	40.6	0.7	-0.5	
Wholesale & Retail Trade	32.4	33.1	32.3	2.1	0.0	
Finance, Insurance & Real Estate	36.8	36.7	35.5	0.3	3.7	
Services	31.9	31.9	31.7	0.0	0.6	

Iowa's total employment in September was up 10,800 over the prior month's level — boosted by the opening of schools this fall, the recall of laid off factory workers, and some hiring of new manufacturing employees. The factory work week topped 40 hours for the first time in more than two-and-a-half years.

Employment specifically among manufacturing workers has shown a halting, slow movement upward all year and is now at 203,000, about 12,500 higher than the apparent low for the recession which was recorded last January. The labor force declined in September and appears to have reached its peak for the year in June when it was at 1,402,400. That peak was 30,000 below the highest point for 1982, also recorded in the month of June.

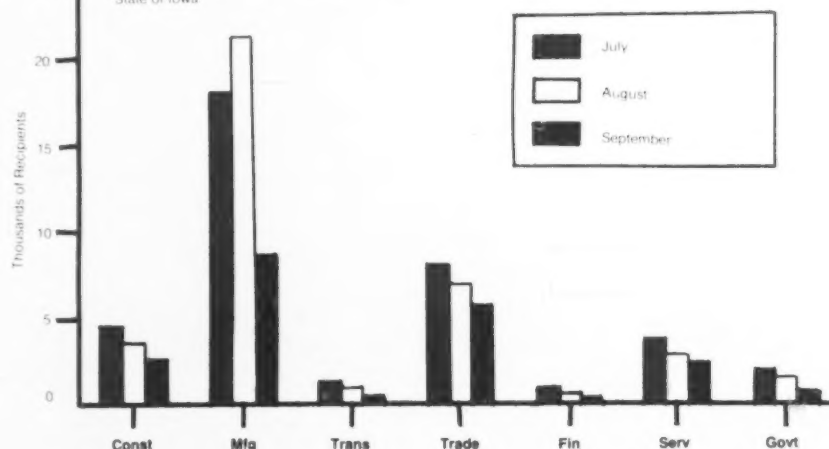
The September unemployment rate was at 4.6 percent, having decreased for eight straight months with the exception of a two-month span in which it remained unchanged. Most of the rate drops were caused by recalls to work and by unemployed workers leaving the labor force.

Layoff activity across the state has dropped steadily compared to last year, creating a sharp downward trend in the number of Job Insurance (JI) claimants. The trend persisted in September, as did the accompanying plunge in benefit payments to the eligible unemployed under the state's JI program.

Source: Audit and Analysis, Iowa Department of Job Service

Job Insurance Recipients by Industry of Last Employ

July through September 1983
State of Iowa



Acknowledgements

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Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

September, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	141	387	Iowa City	320	1,332
Atlantic	119	205	Keokuk	28	523
Burlington	256	913	Marshalltown	789	891
Carroll	594	518	Mason City	930	1,215
Cedar Rapids	2,791	3,548	Muscatine	64	388
Centerville	75	142	Newton	257	372
Charles City	20	97	Oskaloosa	255	271
Clinton	118	757	Ottumwa	281	577
Council Bluffs	477	1,062	Sheldon	66	153
Creston	44	220	Shenandoah	149	296
Davenport	317	1,651	Sioux City	685	1,183
Des Moines	1,168	2,967	Spencer	435	564
Dubuque	472	1,431	Storm Lake	146	264
Fairfield	208	303	Waterloo	763	1,834
Fort Dodge	380	505	Webster City	94	200
Fort Madison	59	216	STATEWIDE	12,592	23,024

¹All individual placements made by and applicants listed with Iowa Department of Job Service.

Farm Retail Price Spreads

	Sept. 1983	Sept. 1982
Beef, Choice:		
Retail price (cts./lb.)	234.7	246.1
Net carcass value (cts.)	136.1	143.0
Net farm value (cts.)	125.3	132.6
Farm-retail spread (cts.)	109.4	113.5
Pork:		
Retail price (cts./lb.)	163.9	190.3
Wholesale value (cts.)	103.4	136.0
Net farm value (cts.)	72.4	99.0
Farm-retail spread (cts.)	91.5	90.4
Dairy Products:		
Retail cost (1967 = 100)	250.2	247.0
Farm value (1967 = 100)	264.0	262.8
Farm-retail spread (1967 = 100)	238.1	233.1
Eggs:		
Retail cost (1967 = 100)	193.3	175.2
Farm value (1967 = 100)	216.1	184.0
Farm-retail spread (1967 = 100)	160.4	162.5

U.S. Consumer Price Index

	Sept. 1983	Sept. 1982
All Urban Consumers (1967 = 100)	301.8	293.3

U.S. Composite Construction Cost Index

	August 1983	August 1982
U.S. Composite Construction Cost Index (1977 = 100)	154.4	153.4

Business Data

	9/83	9/82	9 mos./83	9 mos./82
New Car Registrations	7,059	6,799	67,943	56,425
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	54.3	41.3	381.9	177.9
Savings	54.3	34.6	648.2	-17.0
Work Force (000)	1,360.1	1,405.5	1,362.8	1,397.2
Unemployment	62.6	79.1	89.3	87.5
Rate (% of work force)	4.6	5.6	6.6	6.3
Employment	1,297.5	1,326.4	1,273.5	1,309.7

Value of New Dwellings¹ (\$000)

	10/83	10/82	10 mos./83	10 mos./82
Ames	\$ 130.0	\$ 119.0	\$ 5,346.0	\$ 1,102.5
Bettendorf	704.8	347.9	7,172.9	3,241.5
Burlington	666.6	70.0	1,791.3	1,474.0
Cedar Falls	134.7	621.3	1,469.1	3,523.8
Cedar Rapids	264.4	132.5	1,638.8	1,474.1
Clinton	0	0	1,069.5	163.0
Council Bluffs	511.8	142.2	2,768.6	3,269.6
Davenport	1,276.1	771.2	7,723.4	5,950.3
Des Moines	3,281.4	514.9	11,289.8	5,759.7
Dubuque	142.2	0	1,112.5	510.7
Fort Dodge	239.0	0	1,209.3	170.0
Iowa City	3,038.1	935.3	28,553.4	15,422.8
Keokuk	60.0	66.0	355.0	1,749.3
Marion	147.6	77.0	865.7	565.4
Marshalltown	54.0	139.0	1,239.0	811.0
Mason City	598.2	200.0	3,006.3	1,236.1
Muscatine	128.0	167.0	5,681.4	1,193.1
Newton	0	36.5	240.0	1,293.7
Ottumwa	0	35.0	520.0	1,488.0
Sioux City	495.9	238.3	2,084.3	2,351.6
Urbandale	904.8	183.4	6,341.7	3,544.9
Waterloo	296.9	492.6	2,432.5	2,314.2
W. Des Moines	2,439.0	561.2	14,458.5	4,403.6
TOTAL	\$ 15,513.5	\$ 5,850.3	\$ 108,369.0	\$ 63,012.9

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Personal Income

	1983	1982
	I	II
Personal Income (\$000,000)	31,324	32,818
	29,782	30,458

Stock Index

	Iowa*	Dow Jones Industrial
August, 1983	224.66	1,216.16
Sept., 1983	227.69	1,233.13
Oct., 1983	223.69	1,225.20

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	10/83	9/83	10/82
Corn, bu.	\$ 3.20	\$ 3.19	\$ 1.99
Soybeans, bu.	8.26	8.19	5.04
Oats, bu.	1.79	1.80	1.44
Hogs, cwt.	40.30	43.80	55.60
Beef cattle, cwt.	53.90	54.10	54.20
Calves, cwt.	55.70	53.10	58.50
Milk (whls), cwt.	13.40	13.10	13.50
Sheep, cwt.	14.10	14.40	15.30
Lambs, cwt.	53.90	48.60	48.80
Eggs (market), doz.	55	50	43
All hay, ton baled	72.00	68.00	51.00
Turkeys, lb.	.41	.41	.44

Average Price Paid by Farmers

	10/15/83	10/15/82
Beef cattle concentrated, 32-36%	\$ 14.40	\$ 12.50
Hog feed, 3C-42% protein	16.60	14.20
Soybean meal, 44% protein	15.50	12.00
Dairy feed, 16% protein	210.00	171.00
Poultry feed, layer ration	196.00	169.00

Commodity Feed Price Ratios

	10/15/83	10/15/82
Hog — corn ¹	12.6	27.9
Beef cattle — corn ¹	16.8	27.2
Egg — feed ²	6.1	5.5
Milk — feed ³	1.28	1.58

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.



Disney on the farm

Last fall, hundreds of northeast Iowans found out it takes more than just a few people and a camera to create a major motion picture.

In fact, many of those Iowans discovered the world of filmmaking firsthand by acting as extras in Walt Disney Pictures' "Country," which wrapped up three months of shooting near Waterloo in mid-December.

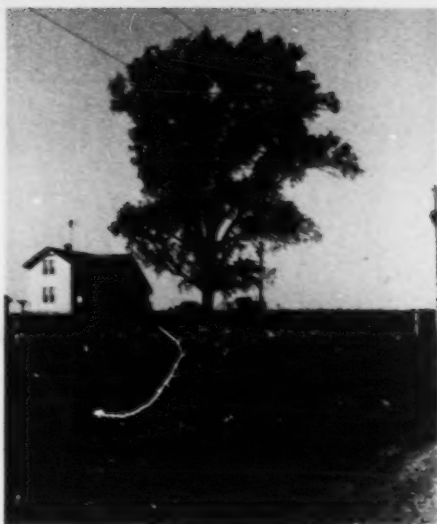
Disney officials estimated they employed close to 600 local residents in roles ranging from brief appearances to a couple of important starring roles.

"Since the storyline is about financial problems on the farm and farm foreclosures, we needed a huge number of people for an

intricate auction scene," said Bill Beaudine, the line producer and production manager for "Country." "We easily found the people we needed, as well as some talented actors who added a lot to the overall production."

One of those, Beaudine said, was 17-year-old Levi Knebel of Dunkerton. Knebel captured the role of Carlisle, the eldest son of Gilbert and Jewell Ivy, played by Sam Shepard of "The Right Stuff" fame and Academy Award-winning actress Jessica Lange. The film centers on the Ivys, a fictitious farm family beset by financial difficulties.

Many other local residents proved their acting talents in



Clockwise, from left: Actors Jessica Lange (holding gate) and Sam Shepard (near barn) herd sheep. The Ken Fettkether farm near Dunkerton, where much of the filming took place. Lange and Director Richard Pierce discuss a scene. Levi Knebel, 17, of Dunkerton, who landed a supporting role, stands with veteran character actor Wilford Brimley.



small speaking parts, Beaudine said.

Behind camera

Iowa also played a big part behind the scenes. The Iowa Development Commission found the farm northeast of Waterloo where much of the filming took place. And Disney Pictures used support services from Waterloo, where the company was based, and from the Readlyn area, where parts of "Country" were filmed.

"Millions of dollars were spent in Iowa during the production of this film," said Bill Lindstrom, the IDC's film manager. "And that's precisely the reason Iowa and so many other states are involved in efforts to attract more motion-

picture production in their areas."

"Country" had the largest budget of any movie ever shot in Iowa, Lindstrom said. In all, he estimated, production companies spent nearly \$8 million in Iowa in 1983.

Other productions shot in the state last year included: Gatlin Productions' "Children of the Corn" in and around Sioux City, Warner Brothers Television's "The Mississippi" in Dubuque, and several national television commercials.

Work on "Country" will continue in Hollywood for the next few months. Disney officials expect to have the film in theaters by Thanksgiving.



Foreign business inquiries

Call 515/281-3251 for more information

Water flow controls

A German manufacturer of water flow controls and leak suppression devices is seeking distributors for its products. The cooperation with a U.S. firm eventually would evolve into assembly and manufacturing. (G113-8034J)

Safes, vaults

A Swiss manufacturer of safes, vaults and other banking installations is interested in cooperating with a U.S. firm for exchange of technology and possibly a joint venture. (CH113-8134J)

Baked goods

A bakery in Austria is interested in

acquisition of, or a joint venture with, an Iowa bakery. The Austrian bakery specializes in breads and fancy cakes. The firm would like to introduce a special rye and other breads to the U.S. market. (A103-7620AJ)

Pipelines

An Austrian company is interested in a joint venture with an Iowa business. The Austrian company has developed a new method of controlling water pipeline systems. The product features an electronic meter installed in a van that detects and measures leaks in community water supply systems. (A103-7738J)

Coupling wheels

An Austrian firm is interested in finding an Iowa company to market, or produce under license, its special coupling wheel for tractors. The company has sales rights in the United States for the coupling. The wheels can be attached by one person on soft ground. (A103-7835L)

Kitchens

A leading German kitchen-furniture manufacturer is looking for kitchen specialists to act as importers and distributors. Future cooperation likely will involve final assembly. (G113-8224J)

Nozzles

A German firm is seeking a U.S. licensee for production of nozzles that disperse liquids with or without solid contents, and for production of atmospheric evaporators of liquid carbon dioxide. (G113-8434L)

Hoists

A Swedish manufacturer of hoists for materials and personnel is seeking a joint-venture partner. The firm lists sales of \$4 million and is looking for adequate distribution of its line. (S113-8535J)

Plastic machinery

A well-reputed German firm is interested in finding a suitable U.S.

partner for the development and production of plastic thermoforming machinery. The German firm was established in 1971, employs 60 people and lists annual sales of \$4 million. The firm will supply know-how and capital. (G123-0130J)

Ultrasonics

A German firm is looking for a partner with a strong marketing department, or an interest in establishing one, for the distribution of its ultrasonic cleaning, welding and drilling machines. The cooperation would evolve into manufacture of the ultrasonic machinery under license. (G123-0336L) ♦

Iowa's future depends on its people

(Cont. from page 4)

survey of company executives I cited earlier showed productivity of workers was the most important factor firms looked at when considering new plant locations. We must sell the Iowa worker's abilities.

We also must work to make sales people of all Iowans. All of us need to proclaim the pride we have in our state and our lifestyle. The IDC now is working on a statistical measure of the often ambiguous phrase "quality of life." We're confident Iowa will come out well in this measure. As accelerating cultural changes have threatened the stability of American society, we've discovered that the Iowa lifestyle increasingly is recognized as ideal. We should prepare to welcome immigration.

The future of our rich, rewarding state is completely dependent on us. Without that Iowa character, nothing I've mentioned in this article will happen. That's the one key element — the people. And that's something no other state in the nation can offer. Iowans are special. They make things happen. ♦

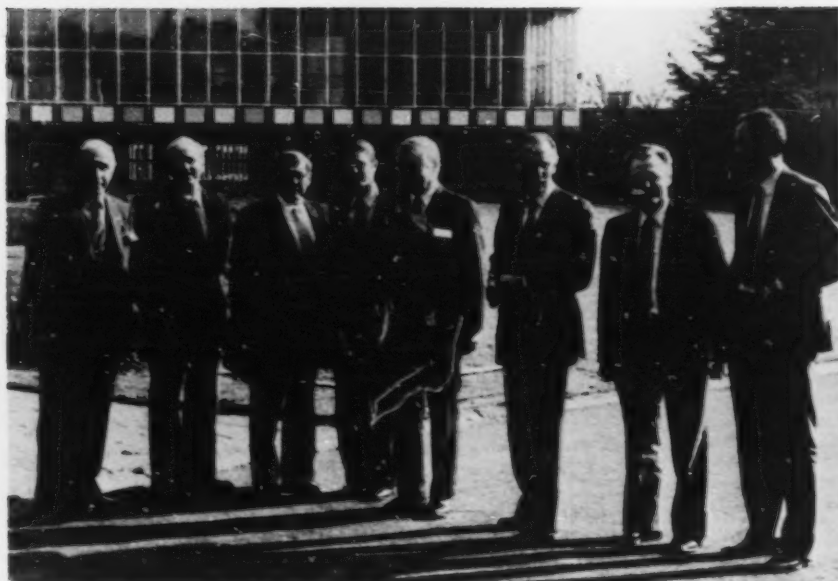
Tax deadline near for expanding Iowa companies

Iowa industries that expanded or began an expansion project in 1983 may qualify for a property tax exemption, but will forfeit the opportunity unless applications are filed by Feb. 1.

State law authorizes cities and counties to offer a partial property tax exemption on qualified industrial real estate for a period of five years. If an industry fails to file in the first year of eligibility, it may forfeit the exemption.

The legislation, Chapter 427B of the Iowa Code, was enacted to encourage industrial investment in Iowa and the subsequent creation of jobs. Though all Iowa counties and cities are authorized to allow the partial property tax exemption, not all have responded to the opportunity.

The first step for an industry that has expanded in the past year is to check with the appropriate city or county assessor to confirm that the ordinance or resolution is in effect, and to request forms. Completed forms must be filed with the assessor by Feb. 1. Taxes are then adjusted accordingly. ♦



Three Iowa Development Commission officials met with executives of Solvay Co. during a recent sales tour in Europe. Solvay, based in Belgium, owns Salsbury Laboratories of Charles City. From left: Paul Wagner, manager of the IDC's European Office; Kent W. Deitemeyer of Solvay; Jack Bailey, IDC director; Philippe d'Oultremont of Solvay; Bob Thomson, IDC commissioner; Felix H. J. Bloyaert of Solvay; Guillaume Coppens of Solvay; Alfred Hoffait of Solvay.



IDC seeks food firms for worldwide sales opportunity

Iowa food processors will have a chance in June to make contacts with buyers from throughout the world.

The opportunity will come in Paris at SIAL, the second largest international food show in the world. The Iowa Development Commission is organizing an Iowa display area at the show.

"We're going to SIAL because we want to follow-up on Iowa's successful trip to the ANUGA show in West Germany last fall," said Cathy Koubek, an international marketing manager for the IDC.

"That trip generated solid international trade leads for Iowa food processors," she said. "The markets are out there for Iowa food products, and shows like these give us an opportunity to make sure international buyers know the name 'Iowa.'"

Nearly 200,000 buyers from 127 countries attended the last SIAL show in 1982.

Iowa processors who want to participate in the show, which will be held June 18-22, have two choices. They can have the IDC represent

them at the show and display their products in a catalog at the booth, or they can reserve space in the Iowa display area from which their own people can work.

The IDC will assist companies in making pre-show contacts and setting up appointments.

For more information, call Cathy Koubek at 515/281-8515. Or write her at: Iowa Development Commission, 600 East Court Avenue, Des Moines, Iowa 50309.

Auto parts trade mission set

The U.S. Department of Commerce is sponsoring a trade mission to the Middle East in May for auto parts manufacturers.

Openings are available for eight companies. The group will visit Saudi Arabia and the United Arab Emirates between May 4 and 17.

Interested company executives can contact: Max Olson, Iowa Development Commission, 600 East Court Avenue, Des Moines, Iowa 50309; 515/281-3138.

IDC DIGEST

January, 1984 Vol. XIII-No. 1

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Seen on Iowa products worldwide

Logo spreads 'quality' message

Capitalizing on Iowa's reputation as a producer of fine quality products, 387 of the state's businesses have sought permission, during the past three years to put an Iowa Development Commission-designed logo on their products.

As a result, the phrase, "A Quality Product from Iowa, U.S.A.," now regularly appears across the globe on goods from packaged meats to mattresses.

The program is part of the commission's efforts to achieve a high profile for the state in both national and international markets, said Jack Bailey, IDC director.

"Anything you can do to separate yourself from the crowd in the eyes of the consumer is worthwhile," he said. "And in this case we're associating Iowa products with top quality."

"As Iowa manufacturers become more aggressive in seeking international trade opportunities, the logo identification program will increase in significance," Bailey added.

The IDC's logo program began in 1980. The versatile logo is now associated with an almost endless number of products — through packaging materials, adhesive stickers and even sales receipts.

Companies that make or pro-



© 1979 Iowa Development Commission

The IDC's "Quality Product" logo has been used worldwide since 1980. It currently is undergoing a design change to better match the new agency logo for the IDC.

cess a product within Iowa are eligible to use the logo. Interested firms should request an application form from the IDC. The commission will verify the company's eligibility and return a copy of the approved application, along with a reproduction sheet of the official logo.

Companies whose applications were approved in 1983 include:

- Featherlite Trailers of Iowa Inc. of Cresco.
- LaPorte City Dairy Inc. of LaPorte City.
- McDermott Corp. of Charles City.
- Rawhide Trailers of Iowa Inc.

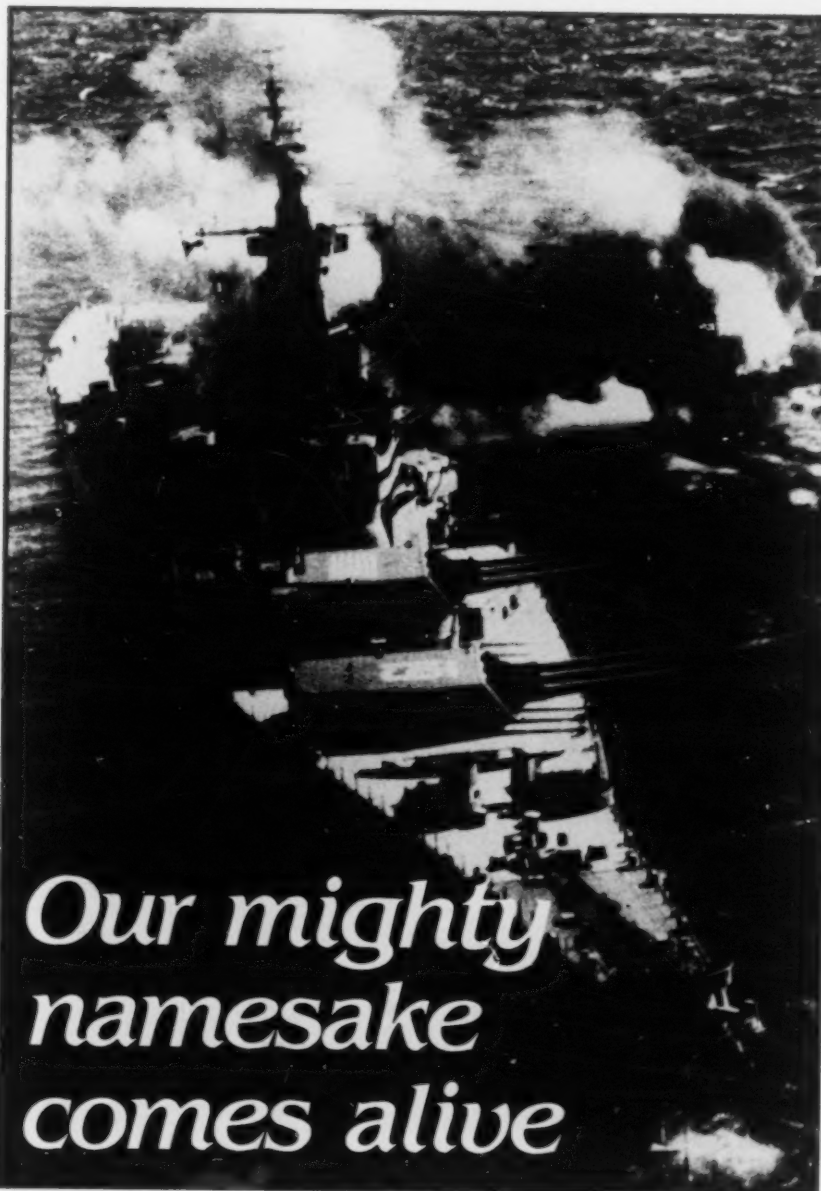
of Cresco.

- Sealy Mattress Co. of Iowa Inc. of Des Moines.
- Simonsen Manufacturing Co. of Quimby.
- Superior Plastics Inc. of Winthrop.
- Town & Country Meats Inc. of Eldridge.
- Triangle Plastics Inc. of Winthrop.
- Wilcox All-Pro Tools & Supply of Montezuma.

Applications can be obtained by writing: Iowa Development Commission, Communications Group, 600 East Court Avenue, Des Moines, Iowa 50309; or calling: 515/281-3098. ♦

February, 1984

Digest



Story on page 3

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3251.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Charles City	Spec Building (new)
11,760	Manson	Industrial
12,000	Sioux City	Spec Building (new)
20,000	Clinton	Spec Building (new)
~~20,000~~ SOLD	~~Estherville~~	~~Spec Building (new)~~
20,000	Hopkinton	Manufacturing
~~20,000~~ SOLD	~~Iowa Falls~~	~~Spec Building (new)~~
20,000	Maquoketa	Spec Building (new)
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
22,280	Humboldt	Manufacturing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,433	Mason City	Lt. Industrial
23,600	Lake Mills	Lt. Mfg./Warehousing
23,800	Rockwell City	Lt. Industrial
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
31,516	Webster City	Warehousing
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
34,000	Hampton	Manufacturing
35,000	Council Bluffs	Manufacturing
37,500	Spencer	Manufacturing
40,000	Creston	Spec Building (new)
40,000	Fort Madison	Warehousing
40,000	New Hampton	Manufacturing
42,900	Ames	Manufacturing
44,348	Osceola	Lt. Manufacturing
60,250	Davenport	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
74,456 (multi-bldg. complex)	Oskaloosa	Mfg./Warehousing
85,000	Burlington	Manufacturing
96,000	Pella	Manufacturing
100,000	Cedar Rapids	Spec Building (new)
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
160,000	Waterloo	Manufacturing
169,000	Red Oak	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Worker's comp rates down

A recent report to Gov. Branstad from Bruce W. Foudree, Commissioner of Insurance, reveals that worker's compensation rates for the state have been declining dramatically. Moderate insurance premiums make Iowa even more attractive to potential industry investment.

Foudree states that "among the reasons for this decline are improved loss experience by employers, which in part reflects their effort to improve the working climate, and fair regulation of workers' compensation insurance companies doing business in Iowa. We fully expect this trend to continue," states Foudree.

The statistics include the following information:

Filing 8/22/79 - Effective 10/1/79
An average increase of 18.6% in overall rate. By industry group, the average changes were:
Manufacturing - 14.0% increase
Contracting - 22.2% increase
All Other - 19.7% increase

Filing 8/22/80 - Effective 10/1/80
An average decrease of 6.5% in the overall rate level. By industry group, the average rate changes were:
Manufacturing - 8.2% decrease
Contracting - 9.3% decrease
All Other - 4.0% decrease

Filing 8/6/81 - Effective 10/1/81
Average rate reduced by 5.9% due to a change in the expense constant.

Filing 10/16/82 - Effective 10/1/82
Average decrease of 10.1% in overall rate level. By industry group, the average rate changes were:
Manufacturing - 6.8% decrease
Contracting - 7.6% decrease
All Other - 12.9% decrease

Filing 9/28/83 - Effective 12/1/83
Average decrease of 6.8% in overall rate level. By industry group, the average rate changes were:
Manufacturing - 4.2% decrease
Contracting - 3.4% decrease
All Other - 9.3% decrease

USS Iowa sails again



It's two feet narrower than the Panama Canal, as tall as a 20-story building, and just short of three football fields in length. It generates enough electricity to supply the industrial and residential needs of a city of 20,000. And the whole population of Lenox, Iowa could man its stations.

It's the USS Iowa. In mothballs since 1958, this mighty vessel will once again sail the seas April 27th.

In October of 1982, the Navy decided to bring the USS Iowa back into service, with recommissioning scheduled for January of 1985. That date was moved up twice in response to the pressing defense needs generated by unrest in the Mideast. There's speculation that the USS Iowa will relieve the USS New Jersey presently protecting our forces in Beirut.

Despite the dismal circumstances surrounding the Iowa's call to action, there's a general enthusiasm about seeing the ship back in the service of our country. Lt. Commander George Farrar, USS Iowa Information Officer, expects thousands to make the trip to Pascagoula, Mississippi for the recommissioning.

In addition to honored guests that may include President Reagan, Vice President Bush, the Secretary of the Navy and Governor Branstad, numerous members of special interest organizations will make a point to be there. The Veteran's Association of the USS Iowa numbers over 1,000 and there are over 300 members of the American Battleship Association.

Add to people from those groups the many private citizens who wouldn't want to miss the launching of this ocean titan.

Sure to be in attendance is John

John Giss, Clinton artist, creates winning crest

When the USS Iowa crest contest was publicized in local newspapers, John Giss, 31, of Clinton didn't think too seriously about submitting entries. But the creative mind of this unemployed artist soon came up with several worthy concepts. In May, a composite of two Giss designs was selected the Grand Prize winner and will be reproduced throughout the ship and on clothing and stationery.

Giss, an Army veteran of three years, received a fine arts degree from Ohio State University, and is currently a freelance artist in the Clinton area.

He described the winning design as an oval, bordered by yellow braided rope and a blue band. The state motto is printed in red inside these borders. In the center, a hawk holds the ship's numbers, 61, in its talons, with a battleship below.

Giss is pleased to be part of the excitement in the recommissioning of the USS Iowa. "I was flabbergasted," he recalls. "It's quite an honor."

Giss of Clinton, winner of a contest held in Iowa last year to select a crest for the ship.

The enthusiasm of the guests will match that of the crew members. Some 20-year veterans have returned to active duty just to serve on the USS Iowa. Among those is the Chief Petty Officer, who competed with 480 applicants for his job. He joins a bank vice president and a professional bass fisherman. The allure of this ship must be irresistible!

The USS Iowa has an honorable history. World War II service included transporting President Roosevelt and what was then the joint chiefs of staff to Teheran for the historic meeting with Churchill and Stalin. In 1944 the ship joined the Pacific fleet at Wake, Marshall Island and Guam, and was present in Tokyo Bay for the ceremony of surrender. In fact, if President Truman had been from Iowa instead of Missouri, chances are MacArthur would've been standing on the decks of the USS Iowa for that historic occasion.

In 1949 the battlewagon was decommissioned, only to be revived for the Korean War in 1951.

Recommissioning has included reactivation of facilities and modernization too. New Tomahawk missiles join Harpoon missiles to assure an intimidating battlement. One shot from a 16-inch gun can clear one square mile of terra firma.

Interim home port for the USS Iowa will be Norfolk, Virginia, until plans are finalized for a Staten Island base.



Schleswig looks to the future

What's the most serious hazard in fundraising for community betterment? Larry Grill of Schleswig would tell you that it's returning to the same "angels" time after time. Before long you run the risk of draining those people dry.

That ever present concern is what led to the founding of Schleswig's Basic Fund, Inc.

An innovative concept in community betterment projects, the Basic Fund aims beyond immediate results to the long-term future. It's admirable that community leaders demonstrate the foresight and patience to embark on such a venture.

Designed as a continuing source of income, the Basic Fund targets donations from three sources: individuals and businesses, bequeaths from wills, estates and memorials, and organization support. These monies will never be spent, rather they earn interest which will then be appropriated to various local betterment projects.

Norm Rossow of Farmers State Bank in Schleswig stresses that this aspect of the fund has much appeal in promoting the concept. "It's the gift that keeps on giving," he says. "The Basic Fund is a living memorial that continues to benefit the Schleswig community."

Launching the project

Plans for the fund began in 1982 with some initial organizational paperwork. Grill, president of the Basic Fund, compiled the articles and bylaws of incorporation, filing for non-profit status with the Internal Revenue Service.

A Board of Directors was established from those individuals who purchased memberships in the fund. (The modest membership fee of \$25 per person is used for postage and other administrative expenses.)

Then a general publicity/education campaign was undertaken to get the word out to the community.

Contributions have begun to trickle in, with the majority coming from individuals. However, in just four to five months of actively collecting donations, the fund is up to about \$1,000.

The fund was given a boost this fall with several memorial contributions in honor of Norm Rossow's wife. Rossow, who was active in establishing the Basic Fund, comments that however painful the circumstances, he was proud to be part of getting the idea off the ground. Families such as the Rossows who are active in community betterment can look forward to see-

ing the benefits of their memorial accrue year after year.

Targeted appropriations

Though it will be some time before there is enough interest to make any substantial impact on community betterment, Grill expects to be able to contribute to previously initiated projects by the end of this year. Every organization in town will be solicited for suggestions of worthy endowments. To gain broad-based input, the board plans to set up an advisory committee of representatives from every community civic organization. Then the board will make the final decision on allocation of funds.

Grill stresses that any community can set up a program like Schleswig's Basic Fund. There's a certain amount of time required to do the paperwork, a bit of effort expended in publicity, and then a lot of patience while you wait for the fund to accumulate enough interest to require making some appropriation decisions. "Ten years down the line, we're looking at a pretty sizable amount of money," says Grill. "This is eventually going to be very good for the community. Who knows, maybe a fund like this can even lower taxes by providing money for community betterment from another source."

High tech grant applications off to good start

In mid-December, Governor Branstad opened the doors to High Technology Council research and development grants by announcing application procedures. By mid-January, calls of inquiry numbered four to five per day.

To say there's interest in the future of high technology in Iowa is an understatement.

David Swanson, president of the Iowa High Technology Council, is surprised by the sophistication of projects being proposed. The grants are specifically targeted for research and development, but along with these projects are many inquiries that involve projects that are close to yielding a finished product. "Just from the questions they're asking," he says, "it sounds like some of these projects are close to the manufacturing stage. I've referred those to the Iowa Product Development Corporation. Our interests are more specifically in research that will yield jobs, products or processes in 2-5 years, rather than tomorrow."

Universities major contributors

Swanson expects up to forty applications each from both Iowa State University and the University of Iowa before the May 1 deadline. An additional ten to twenty are anticipated from private industry and other educational institutions.

Proposals are restricted to educational institutions, or commercial entities in which an educational institution has an interest. "If we could open it up to individuals and firms with no education affiliations, we would be swamped," notes Swanson. "There's no shortage of brilliant ideas. But what we're really looking for is a good payoff on a proposal. What's it going to do for the state in the long term?"

To date there are four solid applications for R&D grants, all generated via ISU:

- microbiology - \$84,374
- genetic engineering - \$88,125
- biotechnology - \$117,268
- genetics - \$64,600

Swanson is particularly interested in those projects that conform with the High Technology Task Force recommendations, published in November of 1982, that specify four areas of concentration for publicly funded projects: biotechnology, microelectronics, productivity enhancement and alternative energy sources.

Review procedure

Though the review procedure for grant proposals isn't firmly established, Swanson hopes to gather a statewide nonpartisan group of professionals from both the technological and scientific areas of ex-

pertise. These experts will rate the proposals assigned to them, refer the rated proposal to a council subcommittee, and then the entire council will decide the funding based upon those recommendations. "We anticipate a 60-day process, starting with the day we receive a proposal," noted Swanson.

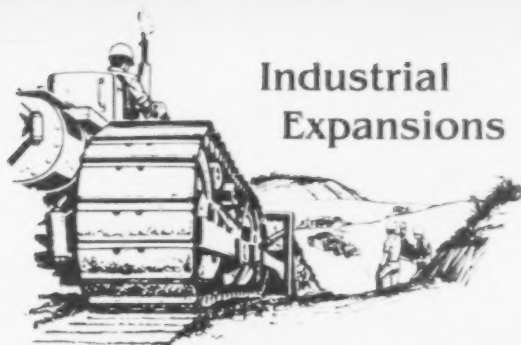
Budget constraints

The High Technology Council had a budget of \$2 million last year, and hoped to double that figure in fiscal year 1985. But indications are that they'll be working with \$1 million instead of \$4 million. That will effect the number and amount of grants awarded. It will also have an adverse impact on the momentum generated by funding of the past several years.

But Swanson is hopeful that the spirit of cooperation that has mobilized the high tech efforts will continue to provide sustenance to this area of growth. "The High Tech Council doesn't get paid per diem, like some other councils do," said Swanson. "Through the teamwork of the Council, the Iowa Development Commission and folks here at ISU we've kept the operating budget to a minimum. That will leave us with the greatest resources possible in awarding the research grants." ♦



Gov. Branstad and Des Moines businessman John Ruan (at the podium) respond to questions from media representatives at a news conference unveiling plans for the proposed Iowa World Trade Center. Former Gov. Robert Ray (at the door) joined a group of leaders from government and private industry to learn details of the project.



Industrial Expansions

Ajinomoto taps Iowa

Ajinomoto, U.S.A., Inc.

Construction of a \$35 million feed-grade lysine plant in rural Eddyville is scheduled to begin in May. The new plant will initially employ about fifty people.

Ajinomoto, a Tokyo-based multinational company, is one of the world's leading manufacturers and distributors of food products and specialty chemicals.

The facility will be located adjacent to the Cargill plant presently under construction.

Lysine, one of the essential amino acids, improves the protein profile of animal feeds, resulting in better quality meats. Corn is a raw material for lysine production.

JLM Products

JLM Products of Wichita, Kan., has announced plans to open a plastic blow molding plant in Iowa Falls.

Operations are expected to begin this spring, with a payroll of 15 workers. Further expansion and additional employment are planned.

JLM is moving into a 20,000 square-foot spec building in an Iowa Falls industrial park.

"We feel there is a lot of market potential in a 300-mile range from Iowa Falls," said JLM President Joe L. McNally. "There are several businesses we can pick up in that area. We've targeted a lot of accounts." Examples of plastic blow molded products are gallon jugs, cosmetic bottles and lawn mower gas tanks.

The Iowa Falls Industrial Development Corporation and the Iowa Development Commission worked with JLM.

American Development Corp.

American Development Corp. of Costa Mesa, Calif., has begun full

production at its ethanol plant in Hamburg.

The company is expected to employ 35 workers. Construction of the plant, which began a year ago, generated more than 150 jobs at its peak.

The plant is designed to produce 5 million gallons of ethanol annually, providing a market for about 2 million bushels of corn each year. The plant also will manufacture two major by-products — a high-protein livestock feed supplement and carbon dioxide for use in dry ice.

Ribbon-cutting ceremonies in Hamburg featured Gov. Terry Branstad, U.S. Sen. Roger Jepsen and Jack Bailey, director of the Iowa Development Commission.

"This ceremony culminates three years of market research, planning and actual development for the plant," said Bobby Mehta, president of the Tech Division of American Diversified, the parent firm for American Development Corp.

"The full cooperation of local business leaders and the Hamburg City Council members . . . has been invaluable," Mehta added. Hamburg was selected for the plant site because of its access to raw materials and its central location as a marketplace for ethanol, Mehta said.

Iowa 2000 Corp.

Iowa 2000 Corp. of Oak Park, Ill., has announced plans to build a 22,000 square-foot ethanol plant in an Iowa Falls industrial park.

The plant is expected to produce 2.5 million gallons of ethanol annually. It will employ about 25 people when it begins production in late 1984.

Iowa 2000 officials also are considering building an ethanol plant

outside Iowa Falls in rural Hardin County.

Iowa 2000 recently announced plans to build an ethanol plant in Mason City. All of the company's plants will use corn and molasses as raw materials for the ethanol production process. The plants also will sell by-products, including a high-protein cattle feed and year-round fresh vegetables grown under glass using hydroponics.

Farmland Industries Inc.

Farmland Industries Inc. of Kansas City has announced plans to build a feed pre-mix plant in Eagle Grove.

The plant will produce 25,000 tons of medicated feeds and feed supplements annually. It will be located next to Farmland's existing by-products plant in Eagle Grove. Five jobs are expected to be created by the expansion.

The plant is expected to be completed in late 1984. Eagle Grove was chosen as the site for the new plant because of its central location, Farmland officials said.

Twin County Dairy

Twin County Dairy has announced plans to extend its plant in rural Kalona.

The dairy, which produces cheddar cheese and cheese curds, plans to double its number of cheese vats from four to eight. The expansion, slated for completion later this spring, is expected to create seven jobs.

Mohawk Advertising

Mohawk Advertising of Mason City has announced plans for a \$1 million expansion project on land sur-

rounding its current building.

The expansion is needed, company officials said, to accommodate the firm's growth. Mohawk had 15 employees a year ago, 20 currently and expects to have 33 by year's end.

Metromail

Metromail of Mount Pleasant added more than 200 workers to its payroll late last year because of increased demand for its direct mail advertising services.

Average employment at the plant is 350 workers. The company produces more than 1 million pieces of mail daily.

Moline Tool Co.

Moline Tool Co. has built a 9,000 square-foot addition to its Bettendorf headquarters so it can build one drill.

The drill will weigh 175,000 pounds, be computer controlled, and measure 24-feet wide and 40-feet long. The drill is for a Korean manufacturer, which will use it to produce tube sheets for a water desalinization plant in Saudi Arabia.

The company competed against manufacturers from Japan and Europe to win the drill contract, and foreign markets could be a good source of work for the company in the future, said B. J. Wiegel, company co-owner.

H&F Distributing Co.

H&F Distributing Co. of Marshalltown has announced plans to build a 15,000 square-foot warehouse in that city's industrial park.

The warehouse will be used for Stroh, Schlitz and Old Milwaukee beer distributorships in central Iowa. The warehouse is expected to be completed by early spring.

Central Iowa Farm Supply

Central Iowa Farm Supply of Perry has announced an expansion, creating 11 new jobs.

The firm formed a cooperative with four other co-ops, and now serves a 16-county area. The company recently remodeled to provide additional office space. More expansion is planned.

The firm markets livestock feed.

Mid-West Companies

Mid-West Companies of Perry has opened a warehouse in that city.

The firm, which deals in the wholesale of agricultural chemicals, is considering hiring additional staff in the near future. More workers could be added to the payroll later, company officials said.

Hardi, Inc.

Hardi, Inc. of Canada opened assembly and distribution facilities in Altoona in January.

Located in the former premises of Albright Kitchens Corp., the firm will assemble and ship farm equipment to dealers in Iowa, Kansas, Nebraska and Missouri. Plans call for an

eventual count of 150-dealers in Iowa. The Altoona facility will manufacture crop sprayers. Though initial employment is only nine, that number will increase within a year when full production is underway.

John Boos and Company

John Boos and Company of Effingham, Illinois, has announced plans to construct a manufacturing facility on a four-acre site in Bloomfield. In business since 1887, Boos manufactures store fixtures, and expects to employ about 20-30 people at their Iowa location.

(Cont. on page 8)



At a private luncheon capping a crucial, 11th hour decision-making visit to Iowa, Gov. Branstad presents a memento to Mr. Kozo Yoshikawa, Manager of the Euro-Americas Operations Department, Ajinomoto Co., Inc., Tokyo.



At a joint news conference two weeks later, the Governor reveals the good news to members of the media, repeating questions via speakerphone to Mr. Inamori, delayed in New York by poor weather.

Pharmaceutical Development Systems

A spring groundbreaking is scheduled for Pharmaceutical Development Systems, a recently formed Iowa corporation. The first stage will be a 35,000 to 40,000 square foot plant employing about 25 people. Expansion is anticipated to include as many as 80-100.

The facility will be located in the industrial park area of southeast Iowa City.

The company's principals, all Iowans, feel strongly about the benefits our state offers industry. Executive Vice President, Charles Newhouse, states that "Iowa's superior education system is perhaps our greatest resource . . . we hope to serve as an example and model to similar high tech businesses, encouraging more graduates to become permanent members of our community."

Pendleton Woolen Mills

Pendleton Woolen Mills, Inc. of Portland, Oregon, is planning to open a plant in Council Bluffs. The sportswear manufacturing company has asked the Council Bluffs City Council to approve \$1.5 million in industrial revenue bonds that will clear the way for purchase and remodeling of a former Safeway store.

Initial employment is expected to be around 75 at start-up this fall, with projected employment up to 175 by 1988.

Chile contact

Interested in exporting to Chile? M. Wayne Sandvig, ISU class of '49, wants to help you get started. He's the current president of the American Chamber of Commerce in Santiago.

Iowa business representatives traveling to Santiago, or interested in doing business in Chile, may find it beneficial to make use of Mr. Sandvig's offer of assistance. He is "anxious to act as a bridge between Iowa exporters and Chile business contacts."

Address inquiries to:
Mr. Wayne Sandvig
Via Sur-Parque Institucional 6651
Casilla 773
Santiago, Chile

Technology pros exchange data at conference

Iowa's academic and business worlds swap research and expertise at a joint technology conference next month in Des Moines. Sponsors hope the exchange of information on March 14-15 at Drake University will be helpful to the state's future economic progress.

Academic researchers are bringing reports of 16 major projects of product-oriented, high technology research from such fields as the biological sciences and engineering.

Contributions from industry include "A Business Model for Academic Research," a presentation by Kenneth A. Nielsen, President and Chief Executive Officer of Farmland Industries.

The conference idea originated among the graduate school deans of Drake, Iowa State University, the University of Iowa, and the Univer-

sity of Northern Iowa.

Additional assistance has come from the Iowa Governor's Office, the Iowa Development Commission, the Governor's High Technology Council, and the Iowa Association of Business and Industry.

One strong backer of such conferences — Bob Anderson, Chairman and Chief Executive Officer of Rockwell International — has said, "the time is ripe for the academic community and business world to work together in confronting the economic competitive challenge. Technology breakthroughs that stay bottled up in the laboratory or pinned to the drawing board don't contribute one cent to our competitive bottom line."

To get more information and register for the conference, contact Ann L. Schodde at Drake: 515/271-3905.

Trade exhibitions

Call 515/281-8515 for more information

- COMPUTER SHOW, Jakarta, Indonesia, April 24-28.
- KOR HOTEL/FOOD '84, Seoul, Korea, June 11-17.
- AUTOMECHANICA '84, Mexico City, Mexico, June 12-14.
- CHINA TOTAL ENERGY '84, Guangzhou, People's Republic of China, June 12-18.
- SIAL (largest international trade fair for processed foods in 1984), Paris, France, June 18-22.
- INTERNATIONAL MACHINERY AND EQUIPMENT SHOW-HENAN, Zhengzhou, PRC, June 18-22.
- IMPA 84, Hamburg, Germany, June 20-25.
- INTERNATIONAL GEOLOGICAL MACHINERY & INSTRUMENTS EXHIBIT, Beijing, PRC, August 1-10.
- AGASIA, Kuala Lumpur, Malaysia, August 3-8.
- BUSINESS COMPUTER FAIR, Jakarta, Indonesia, September 18-22.
- SEOUL INTERNATIONAL TRADE FAIR (SITRA '84), Seoul, Korea, Sept. 18-Oct. 2.
- GIB (industrial cleaning, factory hygiene, building maintenance), Dusseldorf, West Germany, October 10-13.
- SAUDI MIDICARE, Riyadh, Saudi Arabia, October 14-18.
- AUSTRALIAN INTERNATIONAL FOOD EXHIBITION (AIFE), Melbourne, Australia, Oct. 20-23.
- AGROINDUSTRY, Jakarta, Indonesia, October 23-27.
- 12TH JAPAN INTERNATIONAL MACHINE TOOL FAIR, Tokyo, Japan, October 30-Nov. 8.
- A & A (industrial safety and factory hygiene), Dusseldorf, West Germany, November.
- SAUDI INDUSTRY, Riyadh, Saudi Arabia, November 11-15.
- ELECTRONICA '84, Munich, Germany, November 13-17.
- ARAB BUILD '84, Bahrain, November 18-22.
- PACKEX '84, Hong Kong, November 26-29.
- HARDWARE '84, SAFETY '84, Kuala Lumpur, Malaysia, Nov. 27-Dec. 1.
- PRODUCTION INDONESIA, Jakarta, Indonesia, Nov. 27-Dec. 1.
- TEXTILE INDONESIA, Jakarta, Indonesia, Nov. 27-Dec. 1.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

September, 1983

Service Areas	New		Service Areas	New	
	Individual Placements	Applicants & Renewals		Individual Placements	Applicants & Renewals
Ames	141	387	Iowa City	320	1,332
Atlantic	119	205	Keokuk	28	523
Burlington	256	913	Marshalltown	789	891
Carroll	594	518	Mason City	930	1,215
Cedar Rapids	2,791	3,548	Muscatine	64	388
Centerville	75	142	Newton	257	372
Charles City	20	97	Oskaloosa	255	271
Clinton	118	757	Ottumwa	281	577
Council Bluffs	477	1,062	Sheldon	66	153
Creston	44	220	Shenandoah	149	296
Davenport	317	1,651	Sioux City	685	1,183
Des Moines	1,168	2,967	Spencer	435	564
Dubuque	472	1,431	Storm Lake	146	264
Fairfield	208	303	Waterloo	763	1,834
Fort Dodge	380	505	Webster City	94	200
Fort Madison	59	216			
			TOTAL	12,592	23,024

¹All individual placements made by and new applicants listed with Iowa Department of Job Service.

Leading States for Farm Marketing (\$MII.)

	Livestock & Products		Crops		Total	
	8 mos./83	8 mos./82	8 mos./83	8 mos./82	8 mos./83	8 mos./82
U.S.	46,409.4	46,705.8	39,681.4	39,749.8	86,090.8	86,455.6
IOWA	3,996.0	3,969.0	3,008.8	2,738.4	7,004.8	6,707.4
California	2,782.9	2,845.6	4,571.9	4,973.3	7,354.7	7,818.9
Texas	3,563.3	3,602.1	3,080.2	2,750.7	6,643.5	6,352.8
Illinois	1,564.7	1,574.9	3,044.2	3,472.6	4,608.9	5,047.5
Minnesota	2,345.7	2,350.9	1,898.1	1,628.1	4,243.8	3,979.0
Nebraska	2,740.1	2,845.6	1,467.3	1,641.5	4,207.4	4,487.1
Kansas	2,480.0	2,485.7	1,379.9	1,409.6	3,860.0	3,895.3
Wisconsin	2,652.2	2,775.2	671.2	612.9	3,323.4	3,388.0
Florida	648.3	634.7	2,468.3	2,362.8	3,115.7	2,997.5

U.S. Consumer Price Index

	Oct. 1983	Oct. 1982
All Urban Consumers (1967 = 100)	302.6	294.1

U.S. Composite Construction Cost Index

	August 1983	August 1982
U.S. Composite Construction Cost Index (1977 = 100)	154.4	153.4

Business Data

	10/83	10/82	10 mos./83	10 mos./82
New Car Registrations	8,228	9,603	76,171	66,028
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	44.3	17.8	426.2	195.7
Savings	8.5	-49.7	656.7	-66.6
Work Force (000)	1,371.6	1,412.4	1,363.7	1,398.7
Unemployment	61.5	80.7	86.5	86.8
Rate (% of work force)	4.5	5.7	6.4	6.2
Employment	1,310.1	1,331.7	1,277.1	1,311.9

Value of New Dwellings¹ (\$000)

	11/83	11/82	11 mos./83	11 mos./82
Ames	\$ 1,330.0	\$ 252.0	\$ 6,676.0	\$ 1,354.5
Bettendorf	497.1	961.4	7,670.0	4,202.9
Burlington	0	0	1,791.3	1,474.0
Cedar Falls	148.1	39.1	1,617.2	3,562.9
Cedar Rapids	401.3	144.2	2,040.1	1,618.3
Clinton	120.0	0	1,189.5	163.0
Council Bluffs	85.9	135.2	2,854.5	3,404.8
Davenport	448.0	806.3	8,171.4	6,758.6
Des Moines	232.4	97.1	11,522.2	5,856.8
Dubuque	0	63.2	1,112.5	573.9
Fort Dodge	0	0	1,209.3	170.0
Iowa City	1,191.8	1,653.5	29,745.2	17,076.3
Keokuk	33.0	33.0	388.0	1,782.3
Marion	60.0	84.5	925.7	649.9
Marshalltown	850.0	29.0	2,089.0	840.0
Mason City	267.0	0	3,273.3	1,236.1
Muscatine ¹	386.0	423.5	6,067.4	1,616.6
Newton	67.0	816.6	307.0	2,110.3
Ottumwa	0	35.0	520.0	1,523.0
Sioux City	190.6	39.2	2,274.9	2,390.8
Urbandale	485.6	580.1	6,827.3	4,125.0
Waterloo	583.6	224.3	3,016.1	2,538.5
W. Des Moines	993.0	310.2	15,451.5	4,713.8
TOTAL	\$ 8,370.4	\$ 6,729.4	\$ 116,739.4	\$ 69,742.3

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Quarterly Periods

	1983		1982	
	I	II	I	II
Personal Income (\$000,000)	31,324	32,816	29,782	30,458

Stock Index

	Iowa*	Dow Jones Industrial
Sept., 1983	227.69	1,233.13
Oct., 1983	223.69	1,225.20
Nov., 1983	233.55	1,276.02

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	11/83	10/83	11/82
Corn, bu.	\$ 3.24	\$ 3.06	\$ 2.09
Soybeans, bu.	7.97	7.87	5.20
Oats, bu.	1.81	1.88	1.64
Hogs, cwt.	37.00	40.20	52.20
Beef cattle, cwt.	52.10	52.90	53.90
Calves, cwt.	54.90	53.60	58.80
Milk (whls), cwt.	13.70	13.50	13.60
Sheep, cwt.	15.00	15.10	14.10
Lambs, cwt.	55.00	53.40	47.50
Eggs (market), doz.	67	55	43
All hay, ton baled	70.00	72.00	52.00
Turkeys, lb.	.42	.41	.42

Average Price Paid by Farmers

	11/15/83	11/15/82
Beef cattle concentrated, 32-36%	\$ 14.60	\$ 12.40
Hog feed, 38-42% protein	17.00	14.40
Soybean meal, 44% protein	15.50	12.00
Dairy feed, 15% protein	220.00	173.00
Poultry feed, layer ration	205.00	177.00

Commodity Feed Price Ratios

	11/15/83	11/15/82
Hog — corn ¹	11.4	25.0
Beef cattle — corn ¹	16.1	25.9
Egg — feed ²	6.9	5.2
Milk — feed ³	1.25	1.57

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

IDC names execs

Craig Hamilton has been promoted to Manager, Business and Industry, of the Marketing Group. A member of the IDC marketing staff since September of 1982, Hamilton will be responsible for implementing certain elements of the Commission's marketing plan, specifically dealing with the promotion of Iowa to out-of-state companies.

Prior to coming to the IDC, he worked in economic development for the city of Council Bluffs and the Council Bluffs Chamber of Commerce. Hamilton has an M.S. in Geography from the University of Nebraska at Omaha.

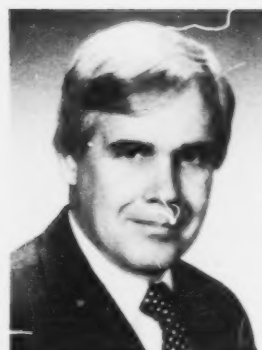
A graduate of Clinton High School, Hamilton and his family reside in Des Moines.



Craig Hamilton



Linda King Kading



Phil Thomas

Linda King Kading has been named group manager for government and internal affairs at the Iowa Development Commission.

Kading's major responsibility is the financial and administrative management of the agency. In addition, she is responsible for liaison work with other state agencies and the Legislature.

Kading previously was administrative assistant to Majority Leader Lowell Norland of the Iowa House of Representatives. Prior to that, she was budget and accounting manager for the Iowa State Commerce Commission. Early career experience includes responsibilities with the Iowa House of Representatives as a legislative research analyst.

A 1980 graduate of the University of Iowa, Kading is a native of Urbandale.

A well-known Des Moines journalist has been hired as the new Com-

munications Group Manager. He is Phil Thomas of Clive, former news director of WHO-TV.

Thomas was with WHO-TV for 13 years, starting out as the station's political reporter, continuing as co-anchor of WHO-TV newscasts and culminating with his promotion to news director in 1980. Thomas graduated from Drake University in Des Moines in 1968 with a Bachelor of Arts in Journalism.

A native of Guthrie Center, Thomas will oversee all communication functions for the Iowa Development Commission. Thomas and his family reside in Clive.

Foreign trade forum scheduled at ISU

Iowa's dependency on international trade and the effect on Iowa of U.S. foreign trade will be discussed at a forum at Iowa State University, March 15-17.

Leaders from all segments of Iowa's economy, as well as nationally recognized speakers, have been invited to participate in the forum.

Participants will meet in small groups and general sessions to discuss Iowa's growing dependency on exports. They will work to develop a cohesive state position on U.S. trade policies and economic assistance to developing nations.

The forum, entitled "Iowa's Role in the World Economy: Dependency and Interdependency," is sponsored by the ISU Chapter of the Society for International Development, The Stanley Foundation of Muscatine, Pioneer Hi-Bred International, Cargill Inc., Deere and Co., and the Iowa Humanities Board in cooperation with the ISU Office of Continuing Education.

The registration fee for the forum is \$50. For more information or a brochure on the event, contact Carolyn Hill, 102 Scheman Continuing Education Building, Iowa State University, Ames, Iowa 50011; 515/294-6222.

ICB book now available

Revised guidebooks for the Iowa Community Betterment program are now available on request from the Governor's Office of Volunteers.

Requirements for the program have been eased, with new rules, guidelines, awards and special categories. The youth program has been changed to attract the energetic participation of more of those members of our communities.

Unlike the procedure in past years, there will be no automatic mailing of the guidebooks. To request a copy, contact the Governor's Office of Volunteers at 515/281-8304, or the Iowa Development Commission at 515/281-3536.

IDC set to piggyback Ertl Hong Kong office

Iowa may be exploring the lucrative Southeast Asia market as early as this summer if a unique arrangement to sublease office space in Hong Kong is approved by the Iowa Legislature.

The Iowa Development Commission is now developing an agreement with the Ertl Company of Dyersville to sublet a portion of their space in a prime Hong Kong office building for a six-month period. Although the exact cost of the arrangement with Ertl has not been determined, IDC Director Jack Bailey says the move will allow the state to better fathom market potential in Southeast Asia without risking the costs of a long-term lease. The commission would also have the services of a receptionist and other office equipment already in the Ertl office.

"The state can cut its costs dramatically and still get a feel for Iowa's potential in the Southeast Asia markets," said Bailey. "And since we certainly haven't locked

ourselves into a Hong Kong location, we will get a chance to study other Asian office locations, like Singapore."

Just over \$117,000 was appropriated in 1983 for the purpose of setting up an Iowa Development Commission Asian office. But due to the state's fiscal condition, establishment of the office was postponed until 1984.

The Hong Kong office would be the IDC's second foreign office involved in increasing Iowa business ties overseas. The state's European office in Frankfurt, West Germany has been operating since 1977.

The Southeast Asia region has long been identified as a business growth area due to its high population and vigorous economic development programs. Bailey said many other states have set up offices there because they consider the business climate for foreign traders and investors one of the most hospitable in the developing world.

Far East trade mission scheduled for May

Iowa business people will have a chance to explore marketing opportunities in the Far East during a trade mission scheduled this May.

The four-nation expedition has received tentative approval from U.S. Embassies to visit Seoul on May 1-2, Taipei on May 3-4, Manila on May 7-8 and Singapore on May 10-11. This will be the first Iowa trade mission to Korea. Prior trips have included Taiwan and the Philippines, with two prior visits to Singapore.

"We think the opportunities for Iowa firms are unlimited in this region," said Max Olson, an international marketing manager for the IDC. "And in the past, many Iowa companies have found trade missions to be an excellent way to penetrate foreign markets they've never entered before."

Since 1974, more than 70 Iowa companies have participated in IDC

trade missions, visiting over 45 countries.

The IDC's trade missions are designed to help Iowa businesses find new markets, identify new customers and develop more export sales. The IDC, in cooperation with



U.S. foreign embassies, takes care of most of the details of the trips, including secretarial support, briefing from the foreign post and a schedule of business appointments for each mission member. This frees individuals to concentrate on seeking new business, Olson notes.

For more information contact Max Olson, Iowa Development Commission, 600 East Court Ave., Des Moines, IA 50309; 515/281-3138.



IDC DIGEST

February, 1984 Vol. XIII-No. 2

IDC COMMISSIONERS

Robert H. Meier, chrm.	Ottumwa
E. Thurman Gaskill, v. chrm.	Corwith
Michael Dunn	Bettendorf
David B. Hinton	Des Moines
Karen Merrick	Guttenberg
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Bill Riley	Des Moines
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World's Fair features "Fresh Water" theme

Great River Road exhibit afloat

The International Great River Road Association recently announced plans for a \$1 million exhibit being constructed on the grounds of the Louisiana World's Exposition in New Orleans. Designed as a replica of a Mississippi River steamboat, the exhibit will provide visitors to the fair with the sights and sounds of early days aboard a paddlewheeler.

The exhibit will be positioned in the water course inside the Louisiana Exhibition Hall. It will house displays from the ten states and two Canadian provinces that comprise the Great River Road. As a Great River Road state, Iowa will be included among those featured.

Consisting of three basic areas, the exhibit will contain an outside deck where performers from each of the participating states and provinces will attract and entertain visitors. Colorful flags representing the International Great River Road members will enhance the area.

Visitors will board the exhibit via an inclined ramp. Once inside the lobby, guests will be surrounded by scenic displays featuring each of the participating members of the Great River Road. Promotional literature will be

available here, and uniformed guides will answer questions regarding vacation opportunities along the Great River Road.

"We anticipate that the Great River Road exhibit will be one of the most popular at the Louisiana World Exposition," said Judy Stough, Director of the Great



River Road Division of the Arkansas Department of Parks and Tourism and Chairman of the Great River Road Association's World's Fair Committee. "Entertainment was traditionally a role played by the riverboats that traveled the Mississippi River during the age of steam. The Great

River Road exhibit will recreate this era and bring a wide range of theatrical and musical performers to the showcase provided on its deck."

Funding for construction of the exhibit was made possible by the state of Mississippi, with matching funds provided by the city of Greenville, Mississippi. Following the fair, it will become a permanent tourist information center located on the Great River Road in Greenville.

Funds for space rental, utilities, exhibitry, and staffing are being provided by the participating Great River Road states and provinces: Arkansas, Louisiana, Mississippi, Tennessee, Kentucky, Illinois, Missouri, Minnesota, Iowa, Wisconsin, Manitoba and Ontario.

The following Iowa communities raised over \$22,000 in support of the exhibit: Bellevue, Buffalo, LeClaire, Muscatine, Burlington, Davenport, Dubuque, Fort Madison, Guttenberg, Lansing and the Lee County Board of Supervisors. Private contributions were made from many Iowa businesses.

State day for Iowa will be Monday, July 16, when the Iowa flag will be flown. Put it on your calendar.

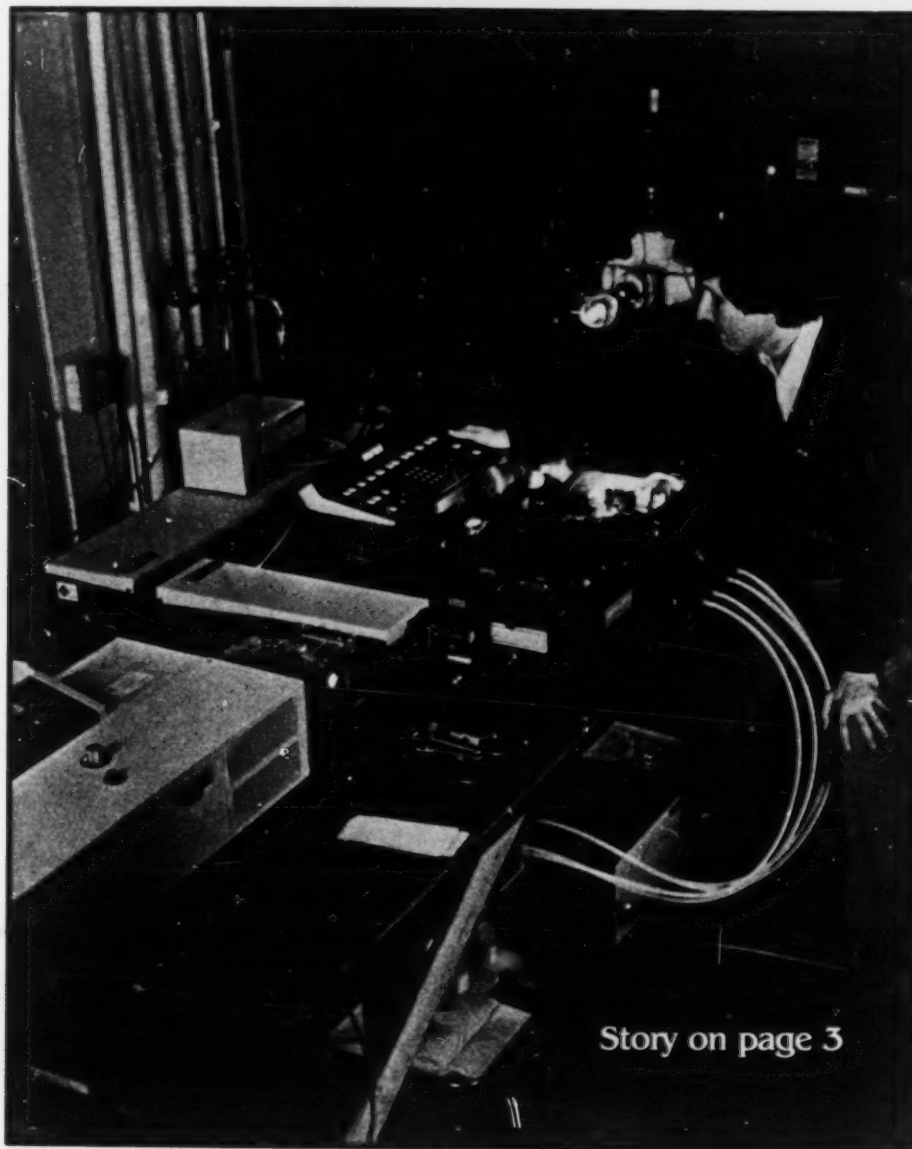
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March, 1984

Digest



Story on page 3

The Iowa Laser Facility — A taste of the future

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Charles City	Spec Building (new)
11,760	Manson	Industrial
12,000	Sioux City	Spec Building (new)
19,872	Lake Mills	Manufacturing
20,000	Clinton	Spec Building (new)
20,000	Hopkinton	Manufacturing
20,000	Maquoketa	Spec Building (new)
20,960	Dunlap	Manufacturing
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
22,280	Humboldt	Manufacturing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
23,433	Mason City	Lt. Industrial
23,600	Lake Mills	Lt. Mfg./Warehousing
23,800	Rockwell City	Lt. Industrial
29,400	Oelwein	Lt. Mfg./Warehousing
29,500	Sioux City	Manufacturing
30,000	Marshalltown	Spec Building (new)
31,120	Dyersville	Commercial
32,600	Maquoketa	Manufacturing
33,100	Eldora	Mfg./Warehousing
33,600	Marshalltown	Mfg./Warehousing
34,000	Hampton	Manufacturing
35,000	Council Bluffs	Manufacturing
38,900	Kolona	Heavy Industrial
40,000	Creston	Spec Building (new)
40,000	Marshalltown	Lt. Industrial
40,000	New Hampton	Manufacturing
42,900	Ames	Manufacturing
54,080	Oskaloosa	Industrial
60,250	Davenport	Lt. Mfg./Warehousing
65,106	Ottumwa	Trng./Manufacturing
66,467	Waterloo	Manufacturing
73,975	Pella	Manufacturing
77,941	Muscatine	Heavy Industrial
96,000	Pella	Manufacturing
100,000	Cedar Rapids	Spec Building (new)
121,500	Sioux City	Heavy Industrial
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
160,000	Waterloo	Manufacturing
243,530	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

FBA offers free consultation

An initial free legal consultation is available to small and medium-sized businesses interested in entering the export market.

The Export Assistance Program is provided by the Iowa Chapter of the Federal Bar Association in cooperation with the Small Business Administration. The purpose of the program is to increase the participation of small and medium businesses in U.S. export trade and to overcome the lack of availability of advice and counsel, legal and otherwise, at the early stages of planning and information gathering.

Michael Devine, chairperson of the program for Iowa, notes that there are preliminary questions that may prevent potential exporters' exploration of this market opportunity. "Because this initial consultation is free of charge," he notes, "more individuals should be encouraged to seek the answers to their basic questions."

The consultation will not produce detailed documents, nor will it provide in-depth analysis, but it will offer basic information on the legalities of exporting. It will also help set priorities for the potential exporter and identify additional information resources.

Those interested in making use of this service, or attorneys interested in program participation, may contact Michael Devine at Bump & Haesemeyer, P.C., 2 Corporate Place, Suite 200, 1501 42nd St., West Des Moines, IA 50265-1078, or telephone Mr. Devine at 515/225-8811.

Zzzzzzap!

Laser in Iowa

Use it to align logs at a sawmill, to detect fingerprints on a corpse, or to vaporize diseased tissue in bloodless surgery. Use it to illuminate a target for an artillery shell, to read the prices from your selection of supermarket goods, or to carve precise superhighways.

Shades of Buck Rogers, it's laser technology! And its versatility is astounding.

Range of application is so broad and so pervasive, that the layman can almost assume laser presence, now or in the future, in any circumstance that requires precision. According to the January 1984 issue of *Lasers & Applications*, the laser marketplace grew 32% last year, to a total of almost \$3.2 billion. And, typical of any new technology, as systems are refined and perfected the cost comes down.

Right here in Iowa

What many Iowans don't realize is that there's access opportunity right here in the state for those who can't wait to put laser to work.

The Iowa Laser Facility at the University of Iowa opened in 1979. While it was constructed primarily to support the research efforts of University personnel, it's available to non-University users on a time-available basis. The charges are a modest \$30/hour for the equipment, and \$30/hour for the services of facility personnel.

Non-University users may take advantage of the facility to try out laser applications prior to making an investment in their own equipment. That was the intention of Bill Wells of American Awards, Cedar Rapids.

American Awards puts laser to work

Bill Wells' brother, a Ph.D. in electrical engineering, is a research scientist at Hewlett-Packard. It was through their conversations that the laser option came to light.

The result? An 80 watt Apollo CO₂ vertical head laser, interfaced with a scanner that senses black. This allows the laser to execute designs directly from a pattern onto plaques, clocks, luggage tags and whatever else needs engraving at American Awards.

The \$100,000 equipment runs twenty hours a day and is amortized over seven years.

Wells has discovered that ownership of a laser engraver in Cedar Rapids, Iowa comes in handy. Recently, local manufacturer Cherry Burrell was stumped by the complexity of attaching operating instructions to a machine destined for China. Solutions used in cleaning the equipment would remove inscriptions painted on a surface. American Awards was able to laser engrave the Chinese characters onto a metal plate for an economical \$171. ♦

Last summer, Wells consulted with Dr. William Stwalley, Iowa Laser Facility Director, to determine just exactly what kind of laser would suit his needs. Together they decided that American Awards' staff of artists, sculptors and supporting equipment would be vastly com-

plemented by a CO₂ laser. Though that particular kind isn't part of the Iowa Laser Facility, the analytical expertise of Stwalley was invaluable. "Dr. Stwalley knows so much about lasers," said Wells, "he was very generous in helping us evaluate our options."

Scarce facilities

The Iowa Laser Facility is one of very few in the United States. In addition to privately-funded labs at North Carolina and Northwestern, the National Science Foundation funds laser facilities at Stanford, M.I.T., and the University of Pennsylvania, as well as Iowa. The rarity of these sophisticated facilities results in project assignments of geographical variety, as well as topical variety. A sample of last year's activities include:

"Sodium Vapor Studies" for N.V. Philips, Eindhoven, the Netherlands

"Alkali Metal Vapor Thermodynamic Properties" for Dow Chemical, Midland, MI

"Krypton Ion Pumping of Praseodymium Avalanche Lasers" for Vought Corp., Dallas, Tx

"Solar Pumped Alkali Vapor Laser" for Physical Sciences Inc., Andover, MA

"Gold Vapor Laser for Cancer Photoradiation Therapy" for Plasma Kinetics, Inc., Pleasanton, CA

The facility also offers educational activities, including workshops on the use of specific instrumentation, visiting lecturers, and a graduate course entitled "Lasers and their Applications."

For more information on the Iowa Laser Facility, call 319.353-7081. ♦



IDC manager of International Trade, John Schissel (left) meets with Jean-Pierre Bourgeacq and Michel Page of Page Hydro Power Systems, Larry Bean from the Energy Policy Council (center) and Jean-Pierre Honnart, a representative of European investors, to discuss plans to develop hydropower plants on Iowa rivers.



John Schaffner (standing), manager of the IDC's Community Resources group, welcomes business leaders from Fairfield on their day-long orientation visit to the IDC.



Members of the Iowa Product Development Corporation watch as an applicant demonstrates features of his product outside the IDC offices. Standing from left are Ted Watson, Acting IPDC President Doug Getter, and Karla Fultz, chairperson of the IPDC.

SBIR seminars spread the word

Small business representatives gathered in three Iowa locations in February to learn how to qualify for federal research and development funds.

Seminars held in Storm Lake, Cedar Rapids and Bettendorf attracted over one hundred participants.

Approximately 50% of all U.S. research and development is funded by the federal government. Federal agencies and their large prime contractors are required to set aside funds for Small Business Innovation Research (SBIR) programs. These funds, available to companies of 500 or fewer employees, offer the opportunity to work on the most challenging problems in science and technology.

Last year there were seven SBIR applications from Iowa, none of which were approved. The goal of the seminars was to inform participants about the program, and also to improve Iowa's proportion of successful applicants. The February programs were scheduled to coincide with release dates stipulated by the various federal agencies.

The free seminars were sponsored by the Iowa Innovation Network, U.S. Small Business Administration, Small Business Development Centers, Center for Industrial Research and Service, Iowa Development Commission, Iowa High Technology Council, Small Business Advisory Council, and the Iowa Product Development Corporation. ♦

Cameras bring cash into state

A multi-million dollar industry reached maturity in Iowa last year . . . the production of film and videotape for feature films, television and commercials. In fact, 1983 film/video production in Iowa easily eclipsed previous years as a total of \$4.5 million was spent by visiting production companies shooting on location. Most of the increase was credited to the return of feature filmmaking in Iowa, an activity that's been missing since 1979.

That changed with the decision of New World Pictures to shoot a Stephen King thriller, "Children of the Corn," near Sioux City, and continued during the three-month production of Walt Disney Pictures' "Country" near Waterloo, produced by Jessica Lange and starring Lange and Sam Shepard.

Officials from New World Pictures say "Children of the Corn," starring Linda Hamilton and Peter Horton, will appear in Iowa theaters by March 9, while Disney predicts "Country" will be released this fall. Together the films added \$4 million to the state's economy through production company spending for hotel accommodations, meals, construction and labor.

"We feel fortunate we were able to bring these people into Iowa," said Jack Bailey, Director of the Iowa Development Commission. "They could just as easily have shot in another Midwestern state, but we were able to convince them that the locations and the cooperation were here in Iowa."

Authentic locations and local cooperation figured prominently in the decision of another film production crew to spend time in Iowa, according to Bill Lindstrom, the IDC's Audio/Visual and Film Manager. The CBS television series "The Mississippi" shot three episodes of the Ralph Waite-produced project in the Dubuque area, utilizing scores of local actors in the process.

In addition, Iowa was the location for production of several TV commercials in 1983. Rural locations near Harlan were used for a "McDonalds" spot, and "Budweiser Light" tapped locations and talent from Sioux City. Japanese television audiences got a visual taste of Iowa's rolling cornfields for the popular Japanese corn snack "Tongari Corn."

Recent success in attracting film and video production to Iowa has provided the impetus for an increase in IDC film promotion activities. Bailey reports that the Iowa Development Commission recently approved formation of a film/video advisory board to look into ways to

improve Iowa's marketing and education skills in this area.

"We hope to have a good cross-section of people from the Iowa film and videotape industry by the end of March," said Bailey. "This board will add a higher degree of sophistication to Iowa's efforts to attract more production. And with keener competition between the states for the production dollar, those efforts are going to be needed."

Bailey said he expects the level of production in Iowa to maintain 1983 levels. Several feature film and commercial production companies are considering Iowa locations for 1984 projects. ♦



All in a day's work, Gov. Terry Branstad visits Academy Award-winning actress Jessica Lange on the set of "Country," Disney's feature film on location near Waterloo.

IDC commissioners broach Trade Center queries

Members of the Iowa Development Commission have been ticking off the economic benefits to the whole state in presenting the proposal for an Iowa World Trade Center.

"The center will provide future jobs for our young people and particularly for our young college graduates who are trained in international banking, insurance, export trade and other disciplines required by a trade center," said IDC Chairman Robert Meier.

On the road

IDC commissioners spent two weeks in February, conducting town meetings on the proposal in 20 cities.

At meetings in Ottumwa, Fort Madison, and Waterloo, Meier emphasized the need for reconciliation and a partnership between the special interests and the interests of the state of Iowa and that the Iowa World Trade Center is a place where they can all get together to the state's great benefit.

"I believe the Iowa World Trade Center will catapult the state of Iowa into permanent world prominence in agricultural exports," said IDC Commissioner Gerald Weiner. "We're already number two in farm exports in the USA." Weiner spoke at town meetings in Council Bluffs, Sioux City and Cedar Rapids.

The commissioners fielded some very pointed questions about the project and its potential benefits to the state of Iowa. IDC Commissioner Jack Pester, who is chairman of the board of the Pester Corporation, said anything really important to people is bound to be controversial.

"People who went to those town meetings asked good, thoughtful questions and it is part of our mission to provide information," said Keith Heffernan, deputy director of the IDC.

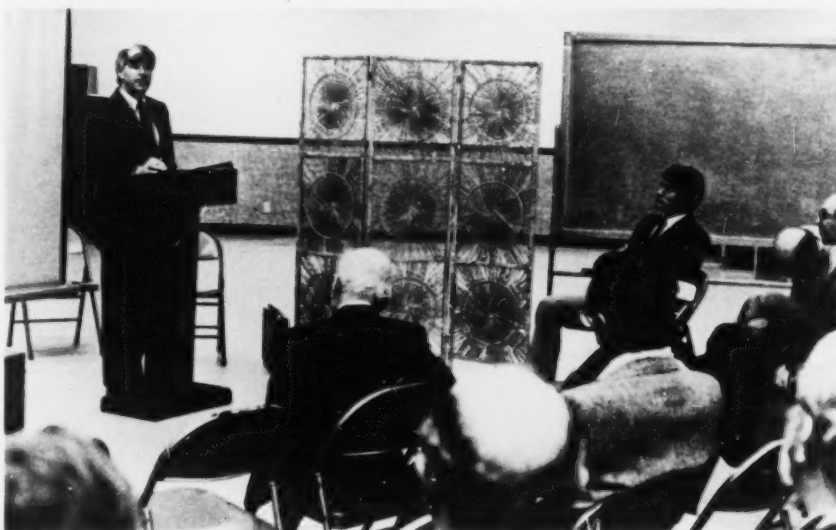
The Iowa World Trade Center has been described as a shopping center where foreign buyers get together

with the sellers of Iowa products. Pester said his own business experience has taught him that "you give me traffic and we'll do business."

The state of Iowa has been asked to contribute \$10 million in each of the next three years toward the trade center building in Des Moines, which will cost about \$75 million.

"Can't afford not to"

When asked at the town meeting in Oelwein if the state could afford this, IDC Commissioner Karen Merriek responded, "We can't afford not to do it. We have to do it."



IDC commissioner Michael Dunn from DeWitt addressed members of the Davenport Chamber of Commerce. Chamber directors later voted to support the concept of an Iowa World Trade Center.

Commissioner Michael Dunn told meetings in Burlington and Davenport that his experience with the U.S. Agriculture Department had taught him never to be discouraged by complaints that "we don't have the money." Dunn said there's always money available for a worthwhile project.

One of the more telling points before town meetings for Commissioner David Hinton was Iowa's system of county fairs and state fairs. In Creston and Newton, Hinton re-

minded Iowans that they already have public lands and public buildings where producers, manufacturers and business people get together to exhibit their products and services to buyers. Iowans call them fairs and fairgrounds.

In Carroll, Farm Bureau member Merlyn Groot of rural Manson asked the town meeting, "What is the cost here if we don't build it?" Groot asked people to think of what the state might lose in sales of its agricultural and manufacturing products if the Iowa World Trade Center is not built and the impact that might

have on the state's future.

Echoing the importance of agriculture was Commissioner E. Thurman Gaskill, who conducted town meetings in Algona, Spencer and Mason City. Gaskill noted that the farm dollar turns over seven times in the economy and that farm benefits accrue to everyone.

Although the series of town meetings is over, Heffernan said the IDC would continue to present the Iowa World Trade Center proposal to specific gatherings around the state.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

December, 1983

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	122	455	Iowa City	133	940
Atlantic	112	352	Keokuk	22	298
Burlington	275	712	Marshalltown	275	535
Carroll	74	370	Mason City	494	896
Cedar Rapids	267	2,007	Muscatine	60	326
Centerville	27	143	Newton	53	254
Charles City	5	146	Oskaloosa	27	158
Clinton	136	508	Ottumwa	78	514
Council Bluffs	279	942	Sheldon	18	139
Creston	41	271	Shenandoah	71	384
Davenport	233	1,976	Sioux City	653	1,672
Des Moines	655	2,650	Spencer	69	540
Dubuque	175	1,066	Storm Lake	61	219
Fairfield	27	115	Waterloo	362	1,439
Fort Dodge	156	707	Webster City	76	207
Fort Madison	32	194			
			STATEWIDE	5,122	21,031

¹All new applicants and job openings listed with Iowa Department of Job Service.

Farm Retail Price Spreads

	Oct. 1983	Oct. 1982
Beef, Choice:		
Retail price (cts./lb.)	231.8	238.7
Net carcass value (cts.)	135.8	139.0
Net farm value (cts.)	127.0	128.7
Farm-retail spread (cts.)	104.8	110.0
Pork:		
Retail price (cts./lb.)	162.3	190.9
Wholesale Value (cts.)	99.8	127.8
Net farm value (cts.)	66.4	90.3
Farm-retail spread (cts.)	95.9	100.6
Dairy Products:		
Retail cost (1967 = 100)	250.1	247.1
Farm value (1967 = 100)	247.9	265.0
Farm-retail spread (1967 = 100)	238.5	231.4
Eggs:		
Retail cost (1967 = 100)	200.1	175.8
Farm value (1967 = 100)	228.6	189.2
Farm-retail spread (1967 = 100)	158.9	156.4

U.S. Consumer Price Index

	Nov. 1983	Nov. 1982
All Urban Consumers (1967 = 100)	303.1	293.6

U.S. Composite Construction Cost Index

	October 1983	October 1982
U.S. Composite Construction Cost Index (1977 = 100)	154.2	153.9

Quarterly Periods

	1983		1982	
	I	II	I	II
Personal Income (\$000,000)	31,324	32,818	29,782	30,458

Stock Index

	Iowa*	Dow Jones Industrial
Oct., 1983	223.69	1,225.20
Nov., 1983	233.55	1,276.02
Dec., 1983	237.36	1,258.64

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Business Data

	11/83	11/82	11 mos./83	11 mos./82
New Car Registrations	7,009	7,296	83,180	73,304
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	41.1	15.9	467.3	211.6
Savings	3.0	-37.3	659.8	-103.9
Work Force (000)	1,348.8	1,371.7	1,362.4	1,385.9
Unemployment	63.2	88.5	84.9	88.3
Rate (% of work force)	4.7	6.5	6.2	6.4
Employment	1,285.6	1,283.2	1,277.4	1,297.5

Value of New Dwellings¹ (\$000)

	12/83	12/82	12 mos./83	12 mos./82
Ames	\$ 488.0	\$ 105.0	\$ 7,164.0	\$ 1,459.5
Bettendorf	322.6	200.2	7,992.6	4,403.1
Burlington	0	0	1,791.3	1,474.0
Cedar Falls	76.1	206.0	1,693.3	3,768.9
Cedar Rapids	70.8	69.5	2,110.9	1,687.8
Clinton	0	0	1,189.5	163.0
Council Bluffs	0	111.5	2,854.5	3,516.3
Davenport	483.5	577.4	8,654.9	7,336.0
Des Moines	841.1	221.6	12,363.3	6,078.4
Dubuque	79.9	0	1,192.4	573.9
Fort Dodge	0	0	1,209.3	170.0
Iowa City	2,231.8	1,412.6	31,977.0	18,488.9
Keokuk	33.0	0	421.0	1,782.3
Marion	0	0	925.7	649.9
Marshalltown	0	0	2,089.0	840.0
Mason City	105.0	54.1	3,378.3	1,290.2
Muscatine	193.8	419.5	6,261.2	2,036.1
Newton	0	0	307.0	2,110.3
Ottumwa	0	0	520.0	1,523.0
Sioux City	65.2	0	2,340.1	2,390.8
Urbandale	318.0	163.1	7,145.3	4,288.1
Waterloo	49.7	0	3,065.8	2,538.5
W. Des Moines	1,035.1	255.9	16,486.6	4,969.7
TOTAL	\$ 6,393.6	\$ 3,796.4	\$ 123,133.0	\$ 73,538.7

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Average Price Received by Farmers

	12/83	11/83	12/82
Corn, bu.	\$ 3.02	\$ 3.11	\$ 2.15
Soybeans, bu.	7.42	7.85	5.33
Oats, bu.	1.78	1.87	1.62
Hogs, cwt.	44.80	37.30	53.40
Beef cattle, cwt.	55.60	52.40	53.30
Calves, cwt.	57.30	56.10	57.50
Milk (whls), cwt.	13.90	13.70	13.60
Sheep, cwt.	14.80	12.60	16.50
Lambs, cwt.	57.00	53.90	48.60
Eggs (market), doz.	.74	.67	.41
All hay, ton baled	72.00	70.00	52.00
Turkeys, lb.	.48	.42	.31

Average Price Paid by Farmers

	12/15/83	12/15/82
Beef cattle concentrated, 32-36%	\$ 14.60	\$ 12.50
Hog feed, 38-42% protein	16.70	14.70
Soybean meal, 44% protein	15.00	12.00
Dairy feed, 16% protein	225.00	180.00
Poultry feed, layer ration	210.00	185.00

Commodity Feed Price Ratios

	12/15/83	12/15/82
Hog — corn ¹	14.8	24.1
Beef cattle — corn ¹	18.4	24.8
Egg — feed ²	7.4	4.8
Milk — feed ³	1.24	1.51

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Bed & Breakfast in Iowa, Ltd.

Pull up a chair...

Need a place to stay between here and there? How about an "elegant National Registry restored Victorian home . . . furnished with antiques . . . French spoken . . . strong interest in opera and music."

Or maybe you'd prefer a "beautiful contemporary home . . . features a deck around three sides . . . with a spectacular view of a very large ravine and creek. Many bird feeders offer a chance to watch unusual birds. . . ."

These are just two of the many homes listed with Bed & Breakfast in Iowa Ltd.

The bed and breakfast concept, familiar to many who've traveled in Europe, is just starting to become popular here at home. The experience is more like staying with friends than paid accommodation.

Iona Ansonge, owner of Bed & Breakfast in Iowa Ltd., is impressed with the quality of both guests and hosts. "People who apply to be hosts have usually stayed at B&Bs in Europe," she notes, so they're well aware of the gracious ambience that's standard fare.

Host applicants are strictly screened, with the two most critical requirements an immaculate home and hospitable people. Ansonge conducts a rigorous three-step application procedure. Hosts are expected to know area restaurants, be familiar with local attractions and have some brochures on hand, keep up on road conditions and the weather report, help with luggage, offer coffee, and generally be the

perfect host to complete strangers. No independent advertising is allowed, and all bookings go through Bed & Breakfast in Iowa Ltd., so the host family avoids any appearance of commercialism.

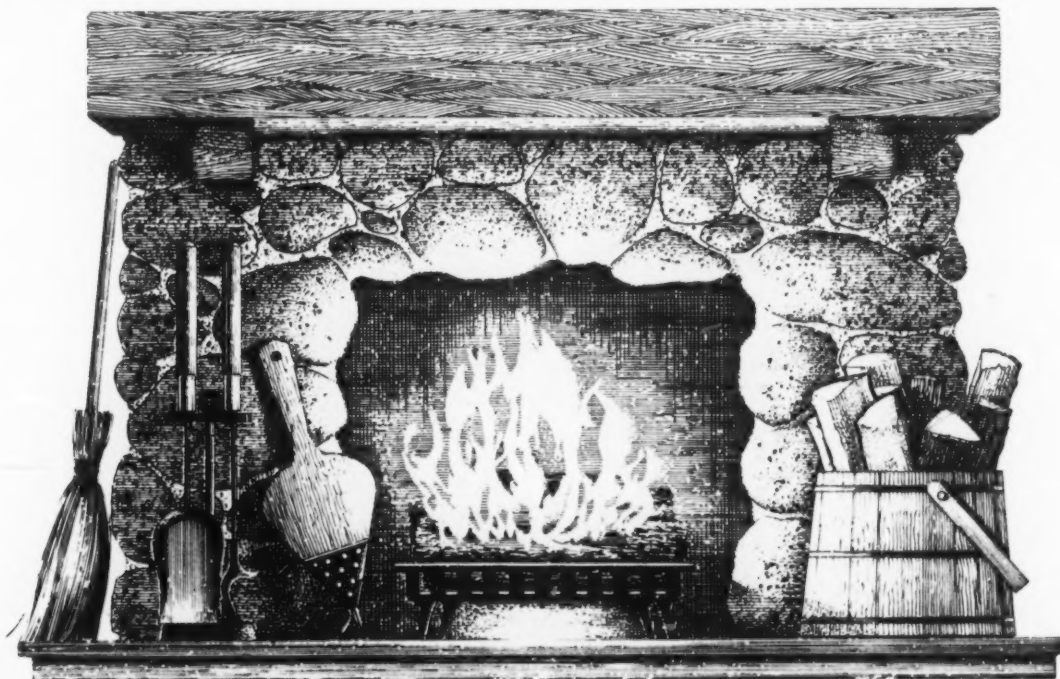
In return, guests are screened through Ansonge. A \$20 deposit is required, usually charged to VISA or Mastercard. Ansonge stresses that individuals who seek out bed and breakfast experiences, either as host or guest, aren't likely to be awkward company. On the contrary, her screening process has resulted in some winning combinations. She tries to match interests, and the B&B inclination alone has cemented many a friendship.

One guest was pleasantly surprised by the efforts of his host to acquire tickets to a University of Iowa football game. An Eastern couple was thrilled with the chance to share an impromptu cattle round-up.

Ansonge sees good things in store for the future of the B&B industry in Iowa. "So many people are still unaware of this opportunity," she notes. "Our biggest problem so far is that people from Iowa must be proud of our state, and promote it. We may not have a Grand Canyon or the Black Hills, but we've got terrific people. That's what really counts."

And when your traveling via bed and breakfast, that counts more than ever.

For more information on Bed & Breakfast in Iowa Ltd., contact Iona Ansonge, 515/277-9018, at 7104 Franklin Ave., Des Moines, IA 50322. ♦



Business + Education + Labor = A Winning Combination

"He who can, does. He who cannot, teaches." So goes the infamous putdown of academics. Well, some professors at the University of Alabama at Tuscaloosa really can. The scholars and their students have come to the rescue of a local General Motors carburetor assembly plant where 200 workers were about to lose their jobs. The automotive giant, frustrated with operating deficits at its Rochester Products Division factory, had planned to close it down. But the academics came up with a number of cost-cutting ideas that helped stem the plant's losses, and now Rochester Products is being hailed by GM as an example of the factory of the future.

The scholars relished the chance to put on coveralls and try out some of their ideas on the assembly line. Says Marketing Professor J. Barry Mason, chairman of the university's task force: "We couldn't stay locked in an ivory tower at a time like this." The workers, for their part, welcomed the helpful meddling. GM had bought the former textile mill in 1977, at the height of the new-car boom. But sales began a four-year slump in 1979, and in August 1982 GM announced it would close the factory unless local managers and workers could eliminate \$2 million a year in losses. Tuscaloosa employees suggested 100 ways to cut costs, yet the total savings fell \$500,000 short of what was needed.

At that point, members of the local Chamber of Commerce and two industrial development groups, who usually spend their time trying to attract new industries, realized they were about to lose an established one. They donated \$75,000 and persuaded the university's business and engineering schools to turn the factory into a living laboratory. The university agreed in January, promising to pay for the cost of using the factory by finding \$500,000 in annual savings or making up the difference in cash.

A law professor who was an expert on interstate shipping studied the factory's trucking contracts. He found them overpriced and suggested putting them out for new bids. Savings: \$90,000. Engineer-



ing professors, inspired by a campus air conditioning system that uses 60° F underground water, designed one to save electricity for the factory. Savings: \$75,000. In total, the university found \$470,000 in cost reductions and possibly an additional \$175,000. Assembly-line workers cheered last month when the top brass from GM and the United Auto Workers arrived from Detroit and announced that the plant would be kept open for at least

three more years as a continuing experiment.

Alabama's students, who had previously had little access to on-the-job training, now have a site for class projects. Says Ron Watson, a graduate student in mechanical engineering: "It's the unromantic end of the business, but it's good for me. When I do my project, it won't just be a pie in the sky, it will be real."

The challenge has brought friendlier ties between GM and U.A.W. Local 2083. Part of the deal for saving the plant called for concessions from the union, including one in which workers gave back \$55 a week from their paychecks, which average \$330 weekly. Says Alabama's Mason: "Large numbers of businesses have closed because people could not talk together in this way. There are an enthusiasm and a joy here now." Especially so because the project's success means that workers will be getting their money back, in the form of \$1,600 checks, just in time for the holidays.

Time, November 28, 1983

Trade exhibitions

Call 515/281-8515 for more information.

- PORTS AND TRANSPORTATION '84, Rotterdam, Netherlands, June 4-7.
- BUSINESS SYSTEMS USA '84, Perth Australia, June 5-8, Sydney, Australia, July 30-August 3.
- INTERNATIONAL TECHNICAL EXHIBITION FOR PRECAST CONCRETE, Brussels, Belgium, September 9-13.
- AUSTRALIA'S INTERNATIONAL ENGINEERING EXHIBITION (A.I.E.E. '84), Sydney, Australia, September 10-14.
- U.S. SPECIALIZED TRADE MISION (construction machinery and building products), Egypt, Lebanon, Oman, October.

- SECOND INTERNATIONAL BUILDING AND HOUSING EXHIBITION, Mexico City, Mexico, October 8-14.
- 1984 HONG KONG TRADE FAIR, Part I (industrial machinery), October 19-23, Part II (consumer products), October 29-November 3.
- BAGHDAD INTERNATIONAL FAIR (construction machinery and equipment), Baghdad, Iraq, November 1-15.
- U.S. CATALOG EXHIBITION (mining and extraction machinery and equipment), India, Pakistan, Burma, November 1-16.
- SAUDI CITY EXHIBITION (construction machinery and building products), Riyadh, Saudi Arabia, December 1984.

IDC's Community Reference Center draws statewide interest

It won't be long before cameras are focused on all the best angles of many Iowa communities. Plans are underway to create or update promotional community presentations for local use and for the Iowa Development Commission's new Community Reference Center.

A community audio-visual presentation is a valuable aid in recruiting new business to Iowa communities,

New tech pub premieres

Midwest Technology, aimed at facilitating technological development in our region, has begun publication of a comprehensive newsletter.

Based in Michigan, its editorial focus includes ten midwestern states referred to as the Midwest Octagon: Michigan, Ohio, Wisconsin, Illinois, Indiana, and parts of Iowa, Minnesota, Kentucky, Pennsylvania and Missouri.

David L. Rogers, editor and publisher of *Midwest Technology*, states that, "the Midwest Octagon is alive with new technology, new business ideas and great promise . . . the rise of technology-based small business and flexible factory automation is almost silent, unheralded. We believe that over time these new businesses and processes will replace, even surpass former employment highs."

The publication's Editorial Board has members representing both industry and state government, including Jack Bailey, director of the Iowa Development Commission.

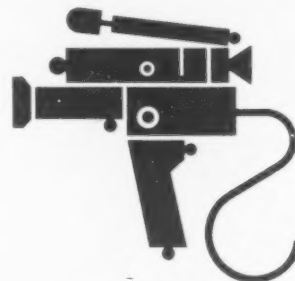
Midwest Technology intends to build the Midwest's first comprehensive information network to link and assist technology-based business and industrial development, providing that information to its subscribers. Business people who wish to contact the publication about providing technology transfer or innovation information may write Midwest Technology Information Center, Inc., Suite S-210, Delta College, University Center, MI 48710, or phone 517-686-9265. ♦

notes John Schaffner, manager of the IDC's Community Resources group. "Business prospects are inevitably impressed with a top quality promotional presentation," he adds. Schaffner also commends the inevitable byproduct of putting together a community AV presentation: sophistication of community marketing skills.

The IDC Community Reference Center will expand the community reference capability of the Commission and will facilitate the presentation of communities to prospects prior to actual site visitation. Business prospects can get a good basic understanding of the character of a community from the tape at the IDC Center.

"First and foremost, the objective in producing an A/V presentation is promotion of the community," notes Schaffner, "but it's important to remember that at the IDC Community Reference Center, your tape will be shown in competition with other Iowa communities." Although disparity in financial resources may cause some communities to pro-

duce in slide format rather than videotape, the IDC requests that



slide shows be transferred to tape for use in the Reference Center.

Many chambers of commerce and industrial development groups from across the state have had technical questions about putting together their presentation, and Bill Lindstrom, the IDC's Audio/Visual Manager, says those questions can be directed to his office. "I'll be glad to point anybody toward a good Iowa production house, or just talk about concepts," Lindstrom offered. Inquiries should be directed to Lindstrom at 515/281-8319. ♦



Rep. Kenneth DeGroot (second from left) from Doon and Rep. Dale Cochran (right) from Eagle Grove join other legislators to sample the wares of commodity groups at the IDC's annual Food Fair, February 1.

Procurement conference set

Iowa manufacturers interested in bidding on federal contracts will meet in Des Moines on April 18 for a federal procurement conference.

The conference, to be held at the Des Moines Marriott Hotel, will feature representatives from all federal agencies, prime federal contractors, and all buying centers in the Department of Defense.

Iowa is near the bottom in a state-by-state ranking of federal procurement contracts. Upgrading the state's position will have a favorable impact on Iowa economic development. The goal of the April meeting is to match up buyers in federal government with firms in Iowa. Individuals will have a chance to establish one-on-one contact and acquire bid packages.

The Iowa Development Commission is providing organizational support to this effort.

Jim Sechrist of Senator Jepsen's office is coordinating the conference, which is expected to draw 400-500 Iowans from both small and medium-sized businesses.

The tentative program format is as follows:

7:30	Registration
9:30-12:30	Optional presentations "Export Opportunities" and "How to Prepare a Bid Package"
	Individual conference opportunities
12:30	Luncheon - Secretary of Commerce Malcolm Baldrige has been invited to speak.
2:00-4:00	Individual conference opportunities

There will be a mass mailing of registration information in early March to every business in Iowa, local Chambers of Commerce and the Iowa Development Commission. The registration fee of \$15 will cover all conference costs.

1984 Stat Profile available

The 1984 Statistical Profile of Iowa is now available from the Iowa Development Commission.

The 128-page book is a compilation of numbers and charts on nearly every facet of the state, from attendance figures at state parks to measurements of the Gross State Product. The figures for each area are the most current available.

The book will be mailed to public and school libraries throughout the state, as well as to government agencies, chambers of commerce, industrial development groups and associations. Copies are available free of charge on request.

For a copy write: Research & Development Group, Iowa Development Commission, 600 East Court Avenue, Des Moines, Iowa 50309.

Pre-export meeting scheduled in D.C.

A unique, four-day meeting to promote the international marketing of products from small and medium-sized businesses will be held May 29 to June 1 in Washington D.C.

The International Business Opportunities Conference (IBOC) will focus on pre-export options that include joint ventures, product licensing and technology transfer.

In addition to workshops on the technical aspects of joint enterprise, the conference will attempt to computer match participants by product line and type of venture.

The event is co-sponsored by the National Governor's Association and the Federation of International American Clubs.

For further information, contact Luca Berrone at the Iowa Development Commission, 515/281-6823.



IDC DIGEST

March, 1984 Vol. XIII-No. 3

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March is Agriculture Month

Did you know that agriculture is the largest industry in the United States? Or that agricultural land produces \$4 billion in property taxes?

The Agriculture Council of America offers these facts and more in recognition of Agriculture Month. The program's theme, "The Food Chain - A Human Chain," emphasizes the people

part of agriculture.

One farm operator produces enough food for 76 people.

Twenty-three million jobs are generated by agriculture and ag-related activities.

Twelve percent of your personal budget is probably spent on food.

In 1830 it took thirty-seven hours to harvest one acre of

wheat. Today it takes less than a half hour.

Food for thought? Add these vital statistics from the Iowa Development Commission Research Division.

In 1982, 117,000 Iowa farms produced \$10.3 billion in cash receipts, the second highest ranking agriculture bounty in the U.S.

Iowa corn production ranks first in the country, with 1.59 billion bushels in 1982.

Iowa markets 26% of the nation's hog supply and 12% of the grain-fed cattle.

Iowa's estimated 117,000 farms was the third largest number of farms of any state in 1982. Texas leads with 185,000, with Missouri second at 118,000.

The average Iowa farmer (statistically) is 47.3 years of age, owns farm land valued at \$1,801 per acre, has over \$500,000 invested in land and buildings and over \$48,000 invested in equipment and machinery, and farms 289 acres.

In 1982 Iowa was the second largest soybean producing state, with 321 million bushels.

Agricultural exports accounted for more than 29% of Iowa's total agricultural cash receipts in 1982. Since 1970 the value of Iowa's agricultural exports has increased almost 500% from \$515.1 million to \$3.03 billion today.



AGRICULTURE

America's Heartbeat

Vital to Us All

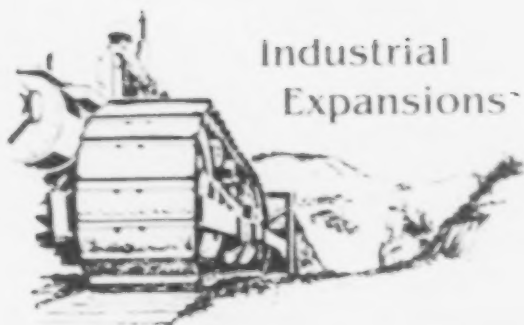
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April, 1984

Digest



Story on page 3

Meet the IDC's Community Resources Group —



Industrial Expansions

Services hot in spring boom

Wallace Business Forms

Wallace Business Forms of Hillside, Illinois, is expanding production facilities in Osage. When completed, the addition will add 105,000 square feet and up to 70 new employees.

The city of Osage has supported the venture with passage of a \$7 million Industrial Revenue Bond.

Holiday Express Corporation

A 20,000 square foot speculative building constructed in Estherville has been acquired by Holiday Express Corporation, an Estherville trucking company.

Estherville applied for and received \$250,000 from the Iowa Community Development Loan Program, which will be loaned at no interest to Holiday. The city's match of 50% will take the form of utility and road improvements to the property.

Holiday will finish the building interior and is expected to add 17-20 employees.

New Energy Limited

A group of Iowa investors recently unveiled plans for a \$34 million ethanol plant to be located in Oelwein. Though financing will be provided primarily by a Houston trust fund, the facility will be Iowa-owned.

The plant will be built on almost ten acres of Oelwein's industrial park and will produce ethanol 24 hours a day, for a total of almost 8 million gallons annually.

Construction is expected to take about twelve months, and will commence as weather permits. The completely computerized plant will employ twenty people.

Great Plains Furniture Co.

Jody Keener, owner of Great Plains Furniture Co. in Kansas City, will move the production facility to Oelwein this spring.

The company will move into a 25,000 square foot building formerly used for corn storage and most recently home of Triangle Plastics. Great Plains Furniture, manufacturer of kitchen and dinette sets, also has a mattress factory in Cedar Rapids.

Keener, a former resident of Cedar Rapids, expects to employ twenty initially, with personnel projected at fifty by year end.

Klein Tools Inc.

Expansion of their Cedar Rapids warehouse will increase Klein Tools Inc. to 175,000 square feet and add sixteen jobs.

Construction is scheduled for completion by this September.

Plans for expansion in 1984 were predicted when the facility opened in 1980. However Michael Klein, president and chief operating officer, notes that the excellent local work force and overall community influenced the decision to proceed.

The Cedar Rapids warehouse is Klein's distribution center for marketing their heavy-duty tools nationwide and internationally. Headquarters is located in Chicago, with manufacturing facilities in Chicago, Kansas, Arkansas and Arizona.

Norplex Division/UOP Inc.

Plans have been announced for expansion of the Norplex manufacturing plant in Postville.

The addition of 12,000 square feet is expected to add 30 jobs to the

current payroll of 100. Construction should be complete by year end.

Plans include closing the plant presently located in Black River Falls, Wisconsin. The Postville facility will then incorporate the fabricated parts function with copper clad and industrial plastic laminates for the electronics, computer, telecommunications and aerospace industries.

Norplex has other plants in Wisconsin, Indiana, Arizona, West Germany and Hong Kong.

Oral Ceramics of Iowa

Remodeling is underway at the former Department of Transportation building in Mount Pleasant to prepare the facilities for Oral Ceramics of Iowa, a firm which manufactures dental crowns and bridges.

Principles in the firm, Ray Garcia and Lee E. Bebb operate another laboratory in Heber Springs, Arkansas. Mount Pleasant was chosen for the new facility because the closest comparable firm is sixty miles away. Oral Ceramics will offer pickup and delivery service to dentists within a 60-70 mile radius of the new plant.

Five employees will begin work immediately, with as many as 25 expected by the end of 1984.

General Electric Co.

Plans for a \$5 expansion have been announced at the Burlington plant of General Electric. The new facility will allow GE to produce vacuum interrupters as well as the current product, telephone switchgear.

Construction is expected to begin this spring.

(Cont. on page 18)

Schaffner leads group in development efforts

John Schaffner is a new face at the Iowa Development Commission, but an old pro in state government. He worked for the Department of Public Safety from 1970 until the Governor asked John to serve as interim director of the Iowa Racing Commission in June of '83. He joined the IDC as group manager of Community Resources in October.

John's introduction to Public Safety was in Northeast Iowa as Community Safety Education Consultant for 24 counties. In late 1973 he was transferred to Des Moines to become assistant to the Commissioner of Public Safety, with primary responsibility for liaison activities with the Legislature.

A native of Milwaukee, John was introduced to the charms of Iowa via St. Ambrose College in Davenport. Why did the big city boy choose a quiet little Iowa college? "I wanted a small liberal arts college outside an urban area, yet close enough to get home on weekends." He liked the warm, cordial atmosphere of St. Ambrose, and in fact it was there he met his future wife, Margie, a student at Marycrest. Graduating in 1966, John and Margie moved to Postville, where John taught high school until he joined the DPS in 1970. By this time the Schaffners had begun their family of four daughters.

John's excited about the potential for development throughout Iowa. "Now that our complete staff is in place, there's so much we can do," he notes. "There's a lot of energy and enthusiasm in local communities; our folks can help channel it into some very productive avenues of economic growth."

The first step is completing a CQR, he stresses. "It's amazing that more communities haven't taken advantage of this resource. It's a 4-page calling card when dealing with new business prospects. And it's a critically important tool for both the individual community and the Iowa Development Commission."

Another important function of the Community Resources group is

helping communities form local economic development organizations. "There are surprisingly few," John stresses. "We're anxious to revitalize those that haven't been active, and help communities that haven't taken advantage of this concept put something together."

"The Regional Managers are a vital connecting link between every community and the Iowa Development Commission. Local government entities, Chamber personnel and industrial or economic development organizations can all plug into IDC resources through their Regional Manager."

Schaffner also expects that Regional Managers will become increasingly involved in existing industry programs. "About 80% of new jobs result from existing industry," he notes. The key to an effective program is to assure that local leaders keep in touch with existing industry to identify ways in which to

enhance their mutual development.

John is looking forward to introduction of a new incentive for local development, the Community Economic Preparedness program. "It provides benchmarks against which a community can measure its progress. It's voluntary and unlike ICB, non-competitive. Other programs throughout the country have been very successful, and we know ours will be too." CEPP is scheduled to be launched sometime this spring.

Another new IDC development tool is the Community Reference Center, a library of videotapes produced independently throughout Iowa. "You just can't imagine the response we've had to this kind of presentation," John notes. "A business prospect comes into the IDC office and not only can we provide the statistics available in the CQR, but we can actually give him a preview of what a community is like."

(Cont. on page 4)



More often than not that just whets a prospect's interest in making an actual visit to the site." The IDC offers advice on how to put together such a presentation via the Regional Managers and Bill Lindstrom, the IDC's Audio-Visual Manager, who can refer local economic development groups to the appropriate production companies.

"There are so many ways in which we can help local developers," says Schaffner. "We hold an average of one simulated prospect tour per month in which we bring three to four strangers into the community to act as prospects would, then we let the local people do their thing. It really helps them identify what they've forgotten in the overall marketing package." "It's also important for local communities to keep a current Available Buildings file. That's

what many prospects are looking for — a building that's already in place that could be altered to make it suitable for a timely move." The IDC Available Building form provides a professional summarization of each site.

"My primary concern," notes Schaffner, "is that Iowa continues to lose our most valuable resource: highly educated young people who need opportunities to develop their careers here in Iowa. Many of our communities are diamonds in the rough. With just a few refinements they can be real viable candidates for economic growth. And as new industry comes into the state we'll be able to stem the mass migration of our youth. They love Iowa, they're comfortable here, but they have a hard time finding jobs. It's a powerful incentive to roll up our sleeves and get to work."

Blum eastward-bound

Julie Blum made a few detours on her way from Iowa City to the Iowa Development Commission. A graduate of University High School and the University of Iowa, Julie took her business training to the Marshalltown Chamber of Commerce for a little practical experience. As assistant manager and then interim manager, she had some contact with the IDC area representative.

"Under the old system, an area rep was responsible for programs in all areas of specialization for a particular region," Julie explains. "The current system is much more logical. While I'm the liaison for Eastern Iowa, there's a whole staff of people at the IDC with expertise that ranges from agriculture to tourism to communications. I can put you in touch with the right person."

Julie left Marshalltown to take a job as membership manager at the Pasadena Chamber of Commerce, then moved on to the West Covina Chamber as assistant manager. Her California days were stimulating, and warm, but Julie was glad to come back to Iowa when she and her husband were ready to start a family. "Iowa is just a much nicer place to raise kids," says Julie. (Two-year-old Scott will have a new brother or sister this fall.)



Julie joined the IDC in July of 1982 as a member of the existing industry program.

She became Regional Manager for Eastern Iowa with the IDC reorganization last fall, and has enjoyed working with individual communities since then. "Each one is doing something unique," she stresses. "It's great to see them design development efforts to suit their specific strengths."

Julie's a graduate of the Basic Economic Development course at the University of North Carolina, and is enrolled in the Economic Development Institute. She's also an alum of the Institute for Organizational Management at the University of Colorado.

Calvert cites self-motivation

Debbie Calvert has been at the Iowa Development Commission a long, long time. You might even say she's grown up here. Working her way up from the secretarial position she held in 1975, Debbie was promoted to program coordinator, Industrial Development, in 1979. It was then that she refined the Community Quick Reference (CQR) form, and the Available Building program to provide more comprehensive information.

In September of '83 Debbie was offered the position of Regional Manager for the Community Resources group, with responsibility for the thirty-five counties of Central Iowa. She spends an average of three days a week on the road, knee deep in presentations to city councils, Chambers of Commerce and local development groups.

A native of Monroe, Debbie was raised in a rural area, and graduated from Monroe High School in 1973. She lives with her husband and two daughters in Waukee.

The challenges of community development are offering Debbie ample opportunity to get out and mingle. The greatest need and hence the greatest satisfaction is education. "Economic development doesn't necessarily mean a smoke-stack," says Debbie. "It could be a new doctor or dentist. It could involve updating the infrastructure . . . sewage and water lines, power availability. And it certainly doesn't happen overnight. Most communities just have no idea how to go about it. They must start at the very basics and develop a marketing plan

(Cont. on next page)



Continued from page 18

so when prospects come to town they really have their act together."

Most of Debbie's community contacts reinforce a common theme: We've got so much to offer, but how do we sell it? The first step is filling out a CQR. Debbie stresses. It's amazing that of 956 Iowa communities, there are only 205 who've made use of this valuable marketing tool. It's basically a statistical summary of the physical properties in a community. Basic information on schools, churches, property, utilities and labor availability provide potential investors with the data they need to evaluate whether a visit to the community would be worthwhile. Without that current information your community doesn't exist.

Iowa Community Betterment loves Barbara DuVall

Barbara DuVall, a native of Des Moines and an East High graduate, was supervising 82 people as a branch manager for Sarah Coventry in Milwaukee when she decided to move her family of four back home to Iowa. She supported her brood with a position as an office manager



and then a brief stint at the IDC before she connected with Joe Batten of Batten Batten Hudson & Swab, a management consulting firm known worldwide. Barbara traveled around the country giving seminars on time management, communications skills, Transactional Analysis and Joe Batten's "tough-minded philosophy for living and working." Then an opportunity came up to be the assistant director of the Iowa Community Betterment program.

Barbara's spent the past four years visiting communities, holding

An experience of Debbie's at the end of last year illustrates this maxim perfectly. Property was available in Polk City, but local citizens weren't sure about what types of industry they should target. After sitting down to some honest self-evaluation, they discovered that their location between metropolitan Des Moines and the Saylorville Lake was better suited to commercial development than industrial. They completed a CQR, are planning to incorporate, and will form a development group. Since then they've had three business inquiries.

This experience is typical, says Calvert. "We're here to help, but when the initiative comes from the community the possibilities are unlimited."

"idea" meetings, organizing workshops, lining up judges and making arrangements for the annual celebration of achievement, Recognition Day.

Following reorganization of the program in the fall of '85, administration of ICB was taken over by Bobbie Finch from the Governor's Office for Volunteers. That wonderful natural resource, Barbara DuVall provides support from the Iowa Development Commission.

Bobbie and Barbara are full-steam-ahead on Iowa Community Betterment '84. New rules of participation will include more communities, offer new award categories, and get more of Iowa's young people involved with a bigger and better Youth Program that assures them a vital place in community development.

The ICB Guidebook is now ready for distribution, and Barbara is anxious to get it into the hands of all those community volunteers who are rarin' to go. "Unlike last year," she notes, "there won't be an automatic mailing to former participants. Be sure to get in touch with either Bobbie or me, and we'll get your name on our mailing list. Iowa needs Community Betterment, and it's going to continue to be a driving force in creating aggressive, self-directed communities all across the state."

Fresh from Siouxsland

The newest regional manager came to the Iowa Development Commission in March by way of economic development in Sioux City.

Barb Weber, the youngest in a family of seven children, lived on a farm near Anthon until she was fourteen. Graduating from Anthon-Oto High School in 1977, she went on to Iowa State University to major in Consumer Science. Degree in hand, she sought job opportunities in Western Iowa and Minnesota before connecting with Gary Owens, direc-



tor of the Sioux City Industrial Development Council. (The Council has since merged with the Sioux City Chamber of Commerce to become Siouxsland Association of Business and Industry.)

That one-and-a-half years in Sioux City was terrific training for her move to the Iowa Development Commission. As assistant to Owens, Barb worked pretty closely with the IDC on everything from feature film production to CQRs to prospect visits. In addition, the Council had an ambitious existing industry program that reinforced the importance of maximizing what communities already have.

A graduate of the Basic Economic Development course at Texas A & M, Barb is also a member of the Iowa Professional Developers. She's looking forward to working closely with the communities of Western Iowa, touring sites and industrial parks to familiarize herself with everything her region has to offer.

Barb might even agree that it's just a hop, skip and a jump from walking beans in Anthon to walking Western Iowa for the IDC.

(See page 18 for more on the Community Resources group.)

Midwest Trade Adjustment Assistance for Iowans troubled by exports

What can you do when foreign competition threatens the health and vitality of your business? Get help through a little-known program offered by the U.S. Department of Commerce.

The Trade Adjustment Assistance (TAA) program, authorized by the Trade Act of 1974, provides a unique and valuable combination of technical and financial assistance to domestic manufacturers trying to fight the uphill battle against importers. In order to identify interested and eligible firms, the Department of Commerce has established 13 regional Trade Adjustment Assistance Centers. The office servicing Iowa is located in Chicago.

The program contributes up to 75% on a cost-share basis for professional, outside consulting services. The result of these services, which are tailored to the company's individual needs, is the development and implementation of a strategic business plan for the firm's successful readjustment to current and anticipated market trends.

In addition, the program provides for direct, fixed rate loans of up to \$1 million, government loan guarantees up to \$3 million, and frequently access to additional, non-govern-

mental sources of financing. demonstrate that its workforce has declined in that period and/or is facing imminent layoffs or closing, and finally, the company must have a real desire to recover.

Those who can respond positively to these criteria may file an application. There is no cost to apply, nor are there any strings attached. Once certified, eligible companies have two years in which to use the benefits.

TAA is not a relief or bail-out program to compensate companies for

past losses, but a vehicle for the renewed growth and endurance of American industry. It is meant to address the import issue at the grass roots level by assisting companies on a case-by-case basis to become more competitive in today's international free market.

To make more detailed inquiries about how TAA can best meet your needs, call or write the Midwest TAA Center at 150 North Wacker Drive, Chicago, Illinois 60606, 312/368-4600.

Entrepreneur conference set for mid-May

Iowans who want to start or expand a business won't want to miss the "Central Iowa Entrepreneurs Exchange," a major two-day conference planned for May 11-12 at the Hotel Savery in Des Moines.

Several successful Iowa entrepreneurs will share their success stories in presentations and through personal discussions with conference participants. Representatives from the legal, accounting and finance professions, venture capital companies and marketing firms will be available for consultation.

More than 60 speakers are scheduled for the two-day program, including John Hanson, chairman of Winnebago Industries in Forest City; Marvin Pomerantz, president of the Mid-America Group in Des Moines; Duane Sandage, president of the Sandage Company in Ames; and William Knapp, founder and chairman of Iowa Realty Company, Des Moines.

Workshops will be devoted to topics ranging from "The Entrepreneurial Experience" to "Expansion — How to Do It and How to Manage It."

"The resources necessary for the development of an individual entrepreneur's enterprise exist in every community. However, there's

usually no organized process to give an overview of what resources there are and how to use them," explained William J. McCrea, founder of the International Center for Entrepreneurs, Inc. (ICE), and coordinator of the event.

McCrea has run similar conferences in 18 other major cities and has an impressive record of success.

"Several of today's established Iowa companies were just an entrepreneur's dream some years ago," said Mark Threlkeld, director of the Bureau of Economic Development of the Greater Des Moines Chamber of Commerce, the major sponsor of the event. "This conference will allow Iowans to start companies in Iowa, to make arrangements for financing in Iowa, and to contribute to the economic well-being of Iowa."

The conference is being organized by local community leaders interested in promoting entrepreneurship in Iowa. A volunteer advisory committee chaired by Joseph Borgen, president of the Des Moines Area Community College, has helped McCrea select a faculty of experts for the two days of workshop sessions.

Conference registration is limited. More information is available by calling the International Center for Entrepreneurs at 1/800/428-5330. ♦



mental sources of financing.

Eligibility for TAA has three prerequisites: A company must first show that increasing imports of like products have contributed directly to their decline in sales during the past two years, the company must

Stratford celebrates success



Raffle winner Marvin Johnson watches while Stratford neighbors clean up the future Gustafson building.

Through the imagination of the local economic development group, and the efforts of local citizens, a prominent eyesore of a building has been transformed into the pride of Stratford.

Gustafson Glass Ltd. opened for business on January 1, 1984, in the renovated brick building that was once a thriving general store.

A devastating fire had gutted the inside back in 1968. Since then the building was left to deteriorate, accumulating both junk and rodents while it detracted from the vitality of the community. That all changed when the city acquired the structure in June of 1983.

The Stratford Economic Development Corporation then devised a unique method for getting lots of work done, free, and raising money for fixed expenses at the same time.

Raffle tickets were sold for \$10 each. The winner, Marvin Johnson, had the satisfaction of watching as other ticket holders labored mightily over this diamond in the rough. Money from ticket sales was earmarked to pay back the city for the

cost of the structure.

Labor yields reward

The result? In January of 1984 Gustafson Glass Ltd. moved in. The Stratford Economic Development Corporation had acquired a long-term no-interest loan as incentive. In addition, a sales plan developed by the Stratford Mutual Telephone Company assured Kathy Gustafson the sophisticated communications system to meet the company's needs.

Keith Carlson, president of the Economic Development Corporation, is proud of the Stratford teamwork that's set a precedent for getting things done. The corporation's first project was construction of a medical clinic. \$30,000 was gathered from fundraising, with the remainder borrowed. Carlson's a firm believer that much of community development depends upon maintaining local interest, so he makes the most of the momentum that's been generated by including the whole town in the celebration of their achievements.

(Cont. on next page)

Open house celebration

A town-wide open house fit the bill on March 9. The Chamber of Commerce tied in the grand opening of Gustafson's with the opening of several other Stratford businesses and offices. Kevin and Keith Leeds welcomed local citizens to Landes Refrigeration. Mike Nepereny and Chuck Becker opened the doors of C & M Sand and Gravel Co., Inc. Lyle Richey hoped that celebrants would window shop while they helped him commemorate the addition of Richey Motors' new used car lot. Dr. Jed Norris was there to welcome people to his new office in the Dental Building, and the medical clinic received an official christening as well.

KQWC from Webster City covered the event, live, for three hours.

No winding down

Keith Carlson has his eye on another vacant building, once the remaining obligation of \$5,000 on the Gustafson building is paid off. Though the economic activity celebrated at the open house generated 45 new jobs, there were about 80 applicants, so there's room for more growth. The city is building a new water tower, and the Development Corporation is eyeing a possible renovation of the sewage system.

Carlson is also committed to completing the Community Quick Reference form that ties in Stratford's ambitions with the network of the Iowa Development Commission. "We proved we can make things happen in Stratford," says Carlson, "the sky's the limit."



Kathy Gustafson and Gary Davis, manager of the Stratford Mutual Telephone Co., celebrate the grand opening of Gustafson Glass.



Stratford mayor Trena Stevens officially welcomes Lyle Richey, owner of Richey Motors, a new business in town.

Make use of IDC publications

These are just a few of the publications available to the general public through the Iowa Development Commission. Most are free.

Digest — the monthly magazine of the Iowa Development Commission, highlights Commission and State of Iowa activities. **Free** Call 515/281-3098.

Statistical Profile of Iowa — facts

and statistics on various sectors of the Iowa economy. **Free** Call 515/281-3925.

Directory of Iowa Exporters — lists companies alphabetically and by Standard Industrial Classification code. **Free** Call 515/281-3664.

1984 Calendar of Tourism Events — pocket size booklet lists Iowa events scheduled from April through Sep-

tember. **Free** Call 515/281-3100.

Community Guide to Industrial Development — a basic guidebook for local industrial development. **Free** Call 515/281-3536.

Directory of Iowa Manufacturers — lists companies alphabetically, by geographic location and by Standard Industrial Classification code. \$15.00 Call/281-3664.

Iowa Economic Indicators

State of Iowa Office for Planning and Programming

GSP Drops in Third Quarter: Possible Fourth Quarter Growth Seen

A 16.7 percent drop in farm proprietors' income pushed Iowa's inflation adjusted Gross State Product (GSP) down slightly during the third quarter of 1983. Real GSP dropped 0.7 percent during the quarter, to 1.6 percent above its year-earlier level, and 3.3 percent higher than its low point for the recession, which occurred during the first quarter of 1982.

Several other GSP components rose during the third quarter to help moderate the decline in the total. Corporate profits rose by 7.6 percent, wages and salaries were up by 0.7 percent, and dividends, interest and rent rose by 1.8 percent.

Farm income for the final quarter of 1983 is expected to show a very substantial increase when data become available. This growth, coupled with the moderate growth exhibited during the period in the nonfarm sector, could push the GSP growth rate back into the positive for the fourth quarter. The fourth quarter increase in farm income is expected largely because nearly half of the farmers who signed up for the federal PIK program began realizing the rewards for their participation during the period. Farm income should remain at that elevated level during the first quarter of 1984 as well, since other farmers elected not to take possession of the government grain until after the beginning of the new tax year.

Industrial Production Rises

The Iowa Index of Industrial Production rose by 1.4 percent in January. This latest monthly increase marked the fifth consecutive monthly gain. The January rise was due to gains by five of the six industrial categories included in the index. Monthly gains ranged from a 1.5 percent increase in the production levels for fabricated metal products to a 2.9 percent increase in nonelectrical machinery. The lone industry to post a loss in January was food and kindred products, whose production fell by 1.4 percent.

Although the monthly gain left the total production index well below its five-year high, monthly increases left three of the index's six components at or near their peak levels. The printing and

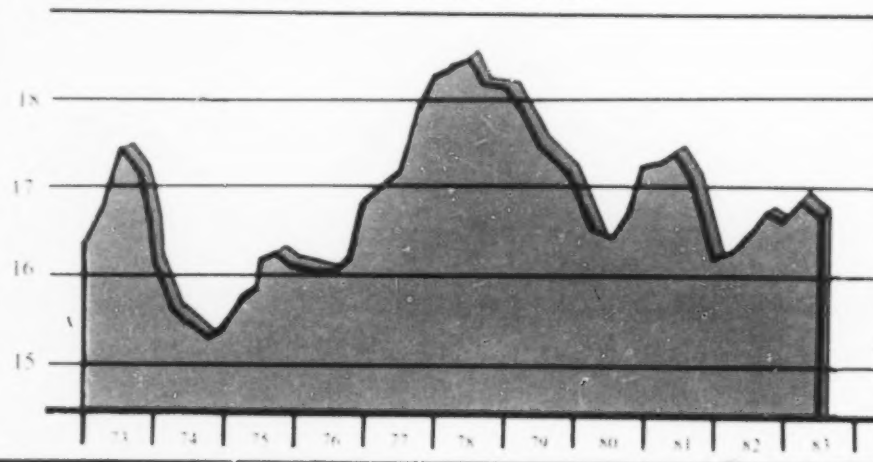
publishing industry reached a five-year high in January. Production levels in the rubber and plastic products industry approached its peak level, while food and kindred products production receded slightly from the five-year peak

reached during the previous month.

The rising production estimates of the past year have greatly outstripped employment gains in the manufacturing sector.

Iowa Gross State Product

(In billions of constant 1972 dollars; seasonally adjusted at annual rates)



Selected Economic Indicators

All Series Seasonally Adjusted

(All indices, 1967 = 100)	Annual Average		Percent Change			
	1981	1982	1983 Q 2	1983 Q 3	From Q 2 '82	Q 3
Iowa GSP (billions)						
Constant (1972) dollars	17.2	16.4	16.9	16.8	-0.7	1.6
Current dollars	33.8	34.0	36.2	36.3	0.2	5.8
Iowa Personal Income (billions)						
Constant dollars	16.1	15.2	15.3	15.3	-0.3	1.8
Current dollars	31.3	31.4	32.8	33.0	0.6	5.9
Gross National Product (billions)						
Constant dollars	1515.8	1485.4	1525.1	1553.4	1.9	4.6
Current dollars	2954.1	3073.0	3272.0	3362.2	2.8	8.8
	Annual Average		Dec. 1983	Jan. 1984	From Previous	
	1982	1983	1983	1984	Month	Year
Iowa Industrial Production						
Index	139.0	140.6	148.9	151.0	1.4	17.9
Food & Kindred Products	138.7	140.8	145.8	143.8	-1.4	-4.0
Printing & Publishing	160.1	167.0	177.2	181.1	2.2	16.4
Rubber & Plastics	252.3	293.2	306.1	314.8	2.7	23.8
Fabricated Metals	109.3	111.4	116.6	118.3	1.5	16.7
Nonelectrical Machinery	133.6	127.7	140.1	144.1	2.9	35.1
Electrical Equipment	114.4	112.5	116.5	118.7	1.9	8.7
Iowa Composite Indices						
Leading	126.6	139.4	141.9	143.1	0.8	9.5
Coincident	133.0	131.3	133.4	135.5	1.6	4.7
Lagging	127.4	128.0	130.2	132.5	1.8	2.9

Total Labor, Proprietors' and Corporate Income in Iowa

Source: Bureau of Economic Research
Seasonally adjusted, 12-month moving average

	Annual Average	1987	1988	1989	1990	1991	1992	1993	1994	1995	Percent Change
	(1987)	(1987)	(1988)	(1989)	(1990)	(1991)	(1992)	(1993)	(1994)	(1995)	(1987-1995)
Total Income	100	100	100	100	100	100	100	100	100	100	0
Goods Producing	45	45	45	45	45	45	45	45	45	45	0
Agriculture	15	15	15	15	15	15	15	15	15	15	0
Mineral	1	1	1	1	1	1	1	1	1	1	0
Construction	10	10	10	10	10	10	10	10	10	10	0
Manufacturing	29	29	29	29	29	29	29	29	29	29	0
Durable	15	15	15	15	15	15	15	15	15	15	0
Primary Metal	1	1	1	1	1	1	1	1	1	1	0
Fabricated Metal	1	1	1	1	1	1	1	1	1	1	0
Machinery	1	1	1	1	1	1	1	1	1	1	0
Electrical Machinery	1	1	1	1	1	1	1	1	1	1	0
Nondurable	14	14	14	14	14	14	14	14	14	14	0
Food and Kindred	1	1	1	1	1	1	1	1	1	1	0
Printing and Publishing	1	1	1	1	1	1	1	1	1	1	0
Rubber and Plastic	1	1	1	1	1	1	1	1	1	1	0
Service Producing	55	55	55	55	55	55	55	55	55	55	0
Transportation & Public Utilities	10	10	10	10	10	10	10	10	10	10	0
Trade	10	10	10	10	10	10	10	10	10	10	0
Wholesale	10	10	10	10	10	10	10	10	10	10	0
Retail	10	10	10	10	10	10	10	10	10	10	0
Finance, Insurance, and	10	10	10	10	10	10	10	10	10	10	0
Real Estate	10	10	10	10	10	10	10	10	10	10	0
Services	10	10	10	10	10	10	10	10	10	10	0
Government	10	10	10	10	10	10	10	10	10	10	0

Goods-producing Industries Have not Gotten into the Swing of the Recovery Yet

Estimates of third quarter labor, proprietors' and corporate income by industry indicate that the state's recovery has not spread to all sectors of the economy. A substantial decline in agricultural income pushed total income in the goods-producing sector down by 0.5 percent during the period. In addition to agriculture, major income losers during the third quarter included nonelectrical machinery (down 5.0 percent) and electrical equipment (down 3.4 percent). Total income attributed to the service-producing sector rose by 1.0 percent during the period. Income from these service-producing industries is historically more resistant to declines caused by economic slowdowns. Although there has been some erosion in service-related income during the recession, the decline has not been as prolonged or as pronounced as the decreases felt by the goods-producing industries.

Real income in the agricultural sector posted its third consecutive substantial decline during the third quarter of 1983. However, short-term prospects for this sector appear to be good, many farmers' incomes will be bolstered during the final quarter of 1983 and the first quarter of 1984 as a result of their participation in the federal payment-in-kind program.

Long-term prospects for agriculture, particularly grain farming, are not as bright. A U.S. Department of Agriculture study

projects a probable continuation of the chronic overproduction which has frequently depressed grain prices and farm income.

Real income in the construction industry rose by 3.8 percent during the third quarter of 1983 and reached its highest level since the final quarter of 1981. Reports of increasing housing sales indicate that new construction activity may begin to rebound. However, no large increase in income is expected for the final quarter of 1983; construction employment for the period was still 17.5 percent below its year-earlier level.

Total Manufacturing Income has Reflected the Economy's Gradual Recovery

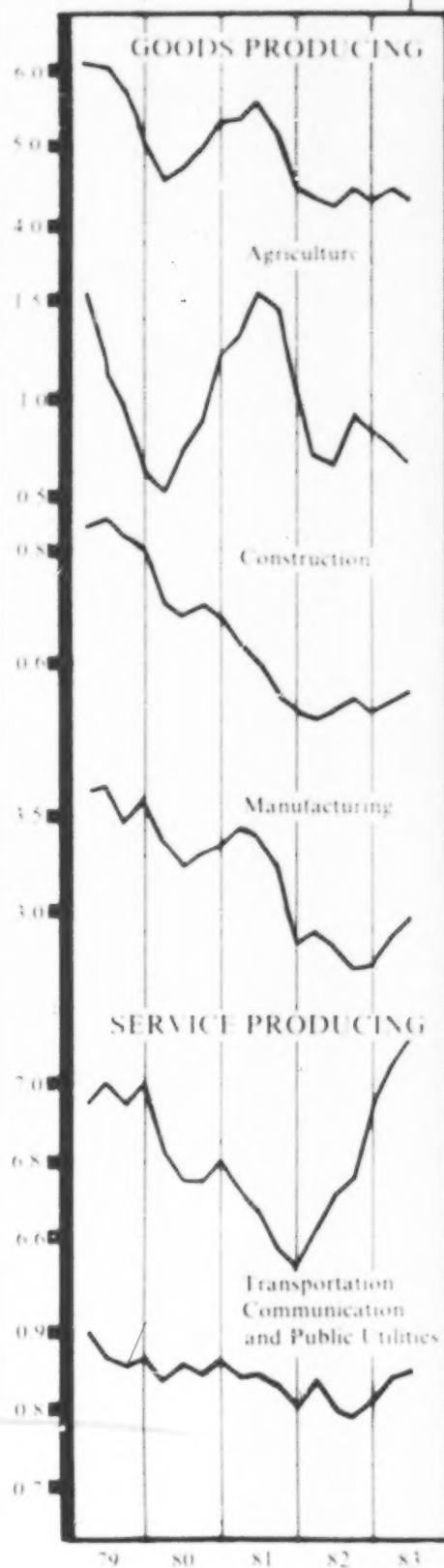
Total labor, proprietors' and corporate income in the manufacturing industries has reflected the economy's gradual recovery during 1983. Estimates for the third quarter of the year indicate continued growth, moderated by the sluggish performance of the nonelectrical machinery industries. The 3.8 percent rise in total manufacturing income during the third quarter occurred despite the small changes exhibited by the major manufacturing sectors. Real income in the other durable goods industries, which includes lumber and furniture, stone, clay and glass products, and transportation equipment rose by 12.5 percent. Income in other nondurable goods industries, which includes chemicals, apparel and paper products, rose by 12.0 percent.

The lack of demand for farm and construction equipment has been especially

Total Income

(in billions of constant 1977 dollars)

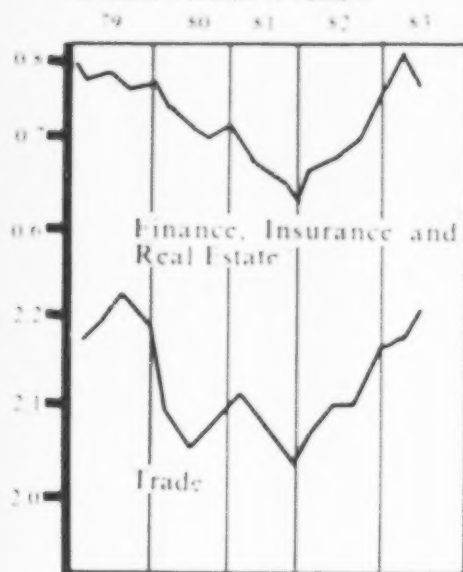
Year



Shaded areas indicate recession periods

Income

In billions of constant 1987 dollars



Shaded areas indicate recession periods.

Composite Indices Show Strength in January

Iowa's composite economic indices were all pointed upward in January. The index of leading economic indicators, which had declined during each of the final three months of 1983, turned around and posted a 0.8 percent gain to start the new year. The increase in this index, which was designed to foreshadow changes in economic activity, should moderate concern about the economy caused by the index's decline at the end of last year. Although this one-month increase is not a clear reversal of the downward trend in the index, it does offer hope that the 1983 decline may have been a false signal. The January rise occurred as four of the index's five components emitted positive signals. The largest contributions to the composite's rise were made by a 3.6 percent increase in average manufacturing overtime hours and a 4.6 percent gain in residential construction contracts. The Standard and Poors' Index of 500 stock prices, which rose by 1.2 percent also exerted a positive influence. Initial claims for unemployment insurance fell by 0.1 percent, a positive sign, but not enough to affect the composite. The only negative sign among the leading indicators was a 4.2 percent decline in farm crop prices.

troublesome for Iowa's economy. Total income generated by the non-electrical equipment industries fell by 5.0 percent during the third quarter. The estimate for that period is the second lowest in the twelve years for which estimates are available.

Real income among transportation, communication and public utility industries has risen by 7.6 percent since its low point for the recession during the final quarter of 1982. The latest quarterly increase of 1.2 percent brought income in this sector to its highest level since the first quarter of 1981. It is expected that income in this sector will continue its moderate growth in the near future, as rising factory output spurs demand for trucking and warehousing services.

The drop in real income of 4.8 percent in the finance, insurance and real estate sector during the third quarter followed five quarters of impressive growth rates. The

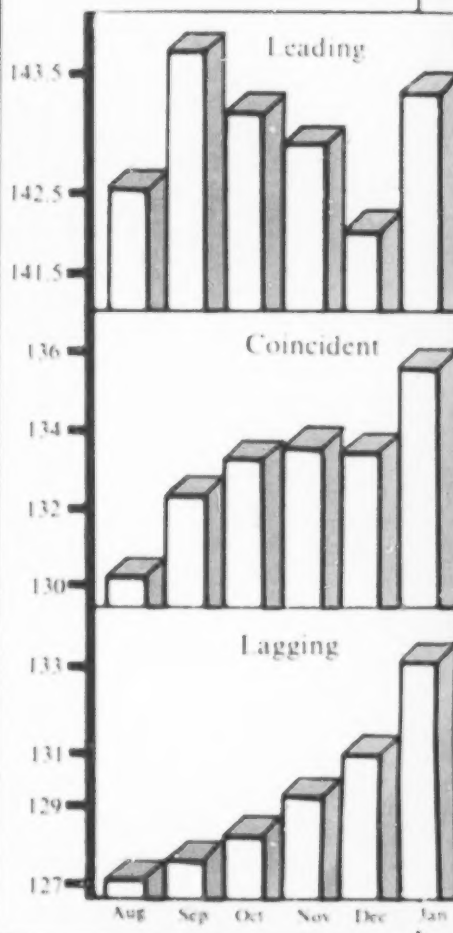
decrease occurred despite a lack of major disturbances in the credit markets and stable employment in the sector. Employment remained relatively stable during the fourth quarter of 1983, so it is not likely that income from this sector will continue to decline.

During the Past Year, Both Retail and Wholesale Trade have Shown Growth

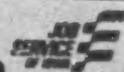
Real income generated within the trade sector rose by 1.4 percent during the third quarter, and has now increased for six consecutive quarters. During the past four quarters, both the wholesale and retail portions of the trade industry have shown growth.

The Iowa Composite Index of Roughly Coincident Economic Indicators returned to a growth mode in January, following a one-month decline at the end of 1983. This index, which reflects current economic conditions, increased largely on the strength of a 1.6 percent rise in nonfarm employment and a 1.4 percent increase in industrial production. A rise of 2.3 percent in the number of new corporations also boosted the composite. Sales tax receipts adjusted for inflation fell slightly in January after posting increases during each of the five previous months. The January decline was slight, and did not affect the composite.

The Index of Lagging Economic Indicators increased for the sixth consecutive month during January. This uninterrupted period of growth provides confirmation of the moderate improvement in the Iowa economy during 1983. The latest increase was due entirely to a 9.0 percent growth in real income tax withholding receipts. The composite's two other components, unemployment insurance claimants' duration of unemployment and help-wanted classified advertising in the *Des Moines Sunday Register*, emitted negative signals. However, the downward pressure exerted by these two indicators was not enough to offset the strong increase in withholding tax receipts.



Labor Market Information



Job Service of Iowa

EMPLOYMENT UP 17,000 FROM JANUARY 1983

About 1,226,100 Iowans held jobs in January, a figure approximately 17,000 above the number employed across the state a year earlier. In January 1983, all employed workers had totaled 1,209,100, the apparent recession-low for Iowa employment. The manufacturing sector, where recalls to work were fairly frequent in the second half of 1983, account for most of the upturn. Employed factory workers totaled 206,000, up 15,700 from January 1983's 190,300.

The January unemployment rate of 6.4 percent represented 83,000 idled workers, as compared to 8.3 percent and 110,110 unemployed in January 1983.

While employment was up over the level of a year ago and unemployment was down, the labor force still needed to attract another 9,800 persons to match the recessed labor force figures of January 1983. Employed Iowans plus unemployed persons actively seeking work totaled 1,309,400, as compared to a larger labor force of 1,319,200 a year earlier.

Labor force still below 1983 level.

Moving to month-to-month figures, employment dropped 30,900 between December 1983 and January, closing January at 1,226,100. The labor force fell and unemployment increased. Job declines centered around seasonal slowdowns in agriculture, contract construction, retail trade, and state education. The same December-January juncture has sometimes produced even larger drops in employment, even in nonrecession years. The junctures of Dec '76 to Jan '77, Dec '77 to Jan '78, and Dec '78 to Jan '79 recorded employment drops of 43,000, 38,800, and 54,500 respectively.

Acknowledgements

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IOWA LABOR FORCE SUMMARY

(In Thousands)

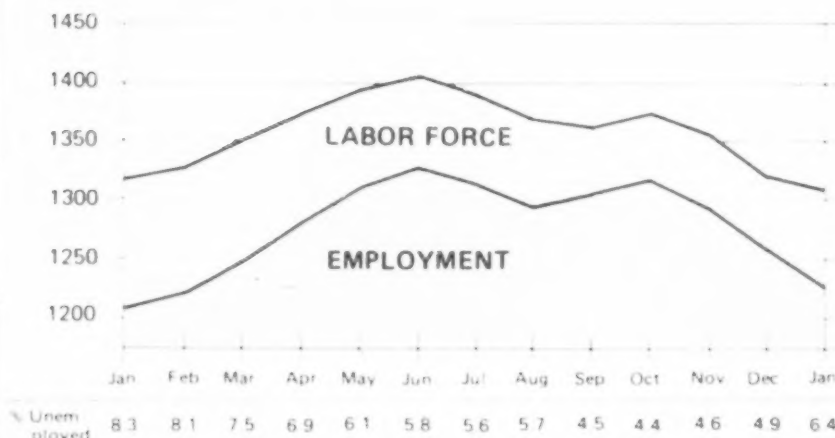
	JAN 1984	DEC 1983	JAN 1983
Resident Civilian Labor Force	1,309.4	1,321.4	1,319.2
Resident Unemployed	83.0	84.4	110.1
Percent Unemployed	6.4	6.4	8.3
Resident Total Employment	1,226.4	1,237.0	1,209.1
National Unemployment Rate*	8.0	8.2	10.4
Iowa CPS Unemployment Rate**	8.0	8.0	11.2

*Seasonally adjusted rate.

**Current Population Survey (CPS) rate should be used for federal and state funding purposes.

LABOR FORCE, EMPLOYMENT, PERCENT UNEMPLOYED

Jan. 1983 thru Jan. 1984 (Non-CPS) State of Iowa



IOWA NONAGRICULTURAL WAGE AND SALARY EMPLOYMENT

Place of Work Data By Thousands

	NET CHANGE FROM				
	JAN	DEC	JAN	DEC	JAN
	1984	1983	1983	1983	1983
Total Nonagricultural	1,012.7	1,031.4	996.8	18.7	15.9
Manufacturing	206.0	207.1	190.3	1.1	15.7
Durable Goods	117.5	117.8	105.2	3.1	12.3
Nondurable Goods	88.5	89.3	85.1	8.1	3.4
Nonmanufacturing	806.7	824.4	806.5	17.7	2.2
Mining	1.5	1.5	1.3	2.2	2.2
Construction	26.0	28.9	27.9	2.9	1.9
Transportation, Communi- cations & Utilities	49.4	49.4	50.0	0.0	6.6
Trade	258.2	265.0	258.7	6.8	8.5
Finance, Insurance & Real Estate	59.7	59.9	58.6	2.2	1.1
Services	208.6	210.5	209.0	1.9	4.6
Government	203.3	208.9	200.9	8.6	2.4

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

January, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	110	740	Iowa City	150	1,552
Atlantic	116	356	Keokuk	14	296
Burlington	185	1,215	Marshalltown	157	794
Carroll	91	502	Mason City	167	844
Cedar Rapids	221	2,116	Muscatine	93	773
Centerville	21	266	Newton	35	425
Charles City	16	141	Osaka	32	337
Clinton	177	932	Ottumwa	60	890
Council Bluffs	224	1,078	Sheldon	46	189
Creston	37	447	Shenandoah	98	584
Davenport	263	2,494	Sioux City	365	1,740
Des Moines	652	3,359	Spencer	77	447
Dubuque	202	1,621	Storm Lake	46	285
Fairfield	7	156	Waterloo	137	1,939
Fort Dodge	139	958	Webster City	33	270
Fort Madison	25	288			
			STATEWIDE	4,086	26,919

All new applicants and job openings listed with Iowa Department of Job Service.

Farm Retail Price Spreads

	Annual 1983	Annual 1982
Beef, Choice		
Retail price (cts./lb.)	238.1	242.5
Net carcass value (cts.)	145.4	150.7
Net farm value (cts.)	136.2	140.5
Farm-retail spread (cts.)	101.9	102.0
Pork		
Retail price (cts./lb.)	169.8	175.4
Wholesale Value (cts.)	108.9	121.8
Net farm value (cts.)	76.5	88.0
Farm-retail spread (cts.)	93.3	87.4
Dairy Products		
Retail cost (1967 = 100)	250.0	247.0
Farm value (1967 = 100)	262.1	261.9
Farm-retail spread (1967 = 100)	239.3	233.9
Eggs		
Retail cost (1967 = 100)	187.1	178.7
Farm value (1967 = 100)	206.1	189.8
Farm-retail spread (1967 = 100)	159.5	163.7

U.S. Consumer Price Index

	Dec. 1983	Nov. 1982
All Urban Consumers (1967 = 100)	303.5	292.4

U.S. Composite Construction Cost Index

	November 1983	November 1982
U.S. Composite Construction Cost Index (1977 = 100)	157.8	152.7

Business Data

	12 83	12 82	12 mos. 83	12 mos. 82
New Car Registrations	7,624	7,391	90,804	80,695
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	57.9	19.8	525.1	231.4
Savings	82.0	166.7	741.8	82.8
Work Force (000)	1,316.1	1,355.3	1,316.1	1,394.1
Unemployment	66.1	92.4	66.1	87.3
Rate (% of work force)	5.0	6.8	5.0	6.5
Employment	1,250.0	1,263.0	1,250.0	1,306.8

Value of New Dwellings¹ (\$000)

	2 84	2 83	2 mos. 84	2 mos. 83
Ames	\$ 0	\$ 0	\$ 0	\$ 65.0
Bettendorf	437.7	104.7	815.7	322.1
Burlington	0	145.0	0	145.0
Cedar Falls	73.0	32.1	131.5	32.1
Cedar Rapids	222.0	104.4	372.8	104.4
Clinton	0	0	0	0
Council Bluffs	794.6	0	1,509.4	29.6
Davenport	1,275.2	314.0	1,303.6	643.4
Des Moines	236.6	1,014.2	339.4	1,594.8
Dubuque	66.1	69.7	66.1	69.7
Fort Dodge	0	0	0	0
Iowa City	1,967.3	421.2	2,538.2	2,225.0
Keokuk	90.0	35.0	216.0	66.0
Marion	122.2	0	226.3	55.5
Marshalltown	0	0	0	0
Mason City	23.0	0	23.0	0
Muscatine	38.5	0	84.8	135.0
Newton	32.6	0	32.6	0
Ottumwa	0	35.0	0	85.0
Sioux City	57.0	0	119.2	0
Urbandale	1,621.4	273.4	2,127.3	299.3
Waterloo	46.6	42.6	46.6	75.6
W. Des Moines	483.1	550.8	660.4	610.1
TOTAL	\$ 7,586.9	\$ 3,142.1	\$ 10,612.9	\$ 6,557.6

¹Single, two-family and multiple residential dwellings based on housing permits issued.

Personal Income Quarterly Periods

	1983	1982
	II	III
Personal Income (\$000,000)	32,818	33,027
	30,458	31,191

Stock Index

	Iowa*	Dow Jones Industrial
Dec. 1983	237.36	1,258.64
Jan. 1984	218.23	1,220.58
Feb. 1984	208.12	1,154.63

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	2 84	1 84	2 83
Corn, bu.	\$ 2.93	\$ 3.09	\$ 2.47
Soybeans, bu.	6.88	7.80	5.54
Oats, bu.	1.87	2.00	1.67
Hogs, cwt.	45.20	48.80	55.70
Beef cattle, cwt.	56.50	56.40	58.10
Calves, cwt.	63.00	59.70	64.20
Milk (whs), cwt.	13.10	13.30	13.50
Sheep, cwt.	18.90	19.10	21.30
Lambs, cwt.	61.70	61.30	58.90
Eggs (market), doz.	73	88	38
All hay, ton baled	85.00	81.00	55.00
Turkeys, lb.	40	47	31

Average Price Paid by Farmers

	2 15 84	2 15 83
Beef cattle concentrated, 32-36%	\$ 13.90	\$ 12.70
Hog feed, 38-42% protein	15.80	14.80
Soybean meal, 44% protein	13.50	12.00
Dairy feed, 16% protein	215.00	181.00
Poultry feed, layer ration	195.00	163.00

Commodity Feed Price Ratios

	2 15 84	2 15 83
Hog — corn ¹	15.4	22.6
Beef cattle — corn ¹	19.3	23.5
Egg — feed ²	7.8	4.5
Milk — feed ³	1.22	1.49

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

It's always great to hear from you —

Iowa Development Commission Telephone List

This month we begin a series profiling the divisions within the Iowa Development Commission. To supplement this effort, we've included a phone directory of the IDC staff. In the months to come you will learn more about the responsibilities of the various divisions and may wish to phone our personnel with specific inquiries or with information that may be of assistance in the economic development of our state. We welcome your calls.

The Area Code for the Iowa Development Commission is 515. When dialing from off the Capitol complex, the prefix is 281.



Administration

Jack Bailey, Director.....	3251
Keith Heffernan, Deputy Director.....	3140
Jane Mitchell, Administrative Asst.....	3682
Pauline Murphy, Confidential Sec.....	5571

Community Resources

John Schaffner, Group Manager.....	5916
Julie Blum, Regional Manager.....	8477
Debbie Calvert, Regional Manager.....	8481
Barbara Weber, Regional Manager.....	8547
Barbara DuVall, Community Betterment.....	3803
Vivian Naber, Secretary.....	3536

Marketing

<i>Special Projects</i>	
Jim Chupp, Manager.....	3027
<i>Food Production & Processing</i>	
Lynette Broders, Manager.....	5376
Leann Smith, Marketing Manager.....	8328
<i>Services & Distribution</i>	
Mervyl Olsen, Manager.....	3655
Luca Berrone, Marketing Manager.....	6823
<i>Manufacturing & Technology</i>	
Craig Hamilton, Manager.....	3921
Ralph Schlaefle, Marketing Manager.....	3556
Dick Sorenson, Marketing Manager.....	3630
Marty Blubaugh, Marketing Manager.....	3500
<i>International Trade</i>	
John Schissel, Manager.....	3581
Max Olson, Marketing Manager.....	3138
Cathy Koubek, Marketing Manager.....	8515
<i>Visitors & Tourism</i>	
Paul Comer, Manager.....	3401
Dave Kjolhede, Marketing Manager.....	3529
Skip Strittmatter, Marketing Manager.....	5536

Jobs Training

Dale Braynard, Manager.....	8329
Sheila Langdon, Secretary.....	3664
Betty Szerencse, Secretary.....	3100
Mary Wright, Secretary.....	3210

Research & Development

Doug Getter, Group Manager.....	3036
Nancy Ryerson, Strategic Info. Mgr.....	3001
Kim Van Eck, Strategic Info. Mgr.....	3555
Ben Webb, Strategic Info. Mgr.....	6295
Allen Williams, Strategic Info. Mgr.....	3151
Marcella Phillips, Secretary.....	3925

Communications

Phil Thomas, Group Manager.....	3185
Jennifer Wilson, Creative Manager.....	3643
Pam Davis, Publications Manager.....	3193
Bill Lindstrom, Audio Visual/Film Mgr.....	8319
Dana Greenlee, Secretary.....	3098

Government & Internal Affairs

Linda King Kading, Group Manager.....	3635
Beverly Allen, Personnel Officer.....	3468
Deb Cook, Receptionist.....	3251
June True, Accountant II.....	5791
Becky Ring, Lead Word Processor.....	6590
Barb Baker, Gestetner/Word Processor.....	3182
Terrie Long, Word Processor.....	3385
Gay Beaver, Mail Clerk.....	3679
Bob Woodyard, Mail Clerk.....	6485

Small Business

Max Milo Mills, Group Manager.....	8324
Fran Fleck, Call One Manager.....	8310
Carol Slater, Secretary.....	5522

The general office number for the Iowa Development Commission is 515/281-3251. Deb Cook, our receptionist, will be happy to direct your call.

Terrones service recognized

A. J. "Toche" Terrones, executive vice president of the Boone Chamber of Commerce, is the 1984 recipient of the Statesman Award.

Terrones received the honor at the Iowa Chamber of Commerce Executives conference in Cedar Rapids, April 6.

Jack Bailey, director of the IDC, presented the award, sponsored by the Iowa Development Commission Foundation to recognize outstanding professionalism and ser-



vice to the state of Iowa by a chamber executive.

Terrones has been active in local and state tourism. He is currently president of Festivals of Iowa and vice president of the Iowa Travel Council. Iowans recognize Toche as the ubiquitous train conductor at Boone's annual Pufferbilly Days. He has also been active in the Iowa Community Betterment program.

"The energy and enthusiasm that Toche generates serves as an example to us all," notes Jack Bailey. "If we can multiply Toche's efforts by a thousand, Iowa will have one heck of a travel industry."

Terrones is the fifth recipient of the award.

Jefferson and AMF - a partnership that works

There's more than one way to skin a cat.

That kernel of All-American wisdom was put to good use last year in Jefferson. Jefferson Industries Inc. planned to build a 20,000 square foot structure on a four-acre site in the Jefferson Industrial Park. AMF American was under pressure to expand due to increasing demand for new products. They'd agreed to lease the proposed facility, conveniently located near the AMF manufacturing plant.

Once the project was underway, the development group learned that applications had been reopened for the Iowa Community Development Loan program, administered by the Office for Planning and Programming. Competition for Fiscal Year 1983 allocation of \$4.8 million had already closed when it was decided to open a second competitive round of application, opening up an opportunity for Jefferson.

The Iowa Community Development Loan program is targeted for

public works projects, as an alternative to issuing bonds. It provides no-interest loans for community projects that have proven their proposals directly impact local economic development. This saves interest costs entailed in projects like the Jefferson warehouse.

Dick Crane, City Administrator of Jefferson, notes that the ideal way to go about a project like this would be to get approval for the no-interest loan prior to getting the development project underway. But in this case, things worked out just right. The warehouse is now used for some manufacturing, as well as the shipping, receiving and storage for which it was originally intended, opening up valuable manufacturing space in the original AMF facility.

Jefferson put together a package that made it possible for an existing industry to expand, responding to market demand. The town benefitted by expanding the tax base. That's the kind of partnership that keeps Iowa in the pink.

"Sell Iowa" visits K.C.

One might have thought the Iowa state line had dipped about 100 miles south earlier this month when Kansas City, Missouri was inundated by no less than 18 Iowa community representatives and developers, along with Governor Terry Branstad and Iowa Development Commission staff.

The invasion marked the first leg of the "Sell Iowa" mission, a cooperative venture between the IDC and the Iowa Professional Developer's Association. The Iowa group did their best to convince Missouri and Kansas business executives that it would be mutually profitable to have one of their plants relocated in Iowa.

IDC Director Jack Bailey says the Iowa contingent met with 112 Missouri and Kansas corporate executives during the April 1-4 visit. Governor Branstad also hosted a breakfast for executives who are graduates of Iowa colleges and universities, and a luncheon for several corporate chief executives.

"Governor Branstad visited two companies with important Iowa ties while he was in Kansas City," said Bailey. "He met with Robert McFadin, president of the Marley Company, which has subsidiaries in Ames and Davenport, and he also called on the Board of Directors of Farmland Industries. Both firms were very impressed that the Governor of Iowa would stop by to meet them."

The Iowans were pleasantly surprised at the friendly reception they received. "Sometimes it's difficult to get in to see these business executives," said David Selene, executive director of the Red Oak Industrial Foundation. "But as far as this trip to Kansas City is concerned, we covered a lot of ground. The people we met were extremely cordial and willing to discuss their company plans with us," Selene added.

Both Selene and the IDC's Bailey say they'll be visiting more company executives in the months to come. Next on the "Sell Iowa" agenda is a trip to Minneapolis-St. Paul, followed by journeys to Chicago, Milwaukee, St. Louis, New York, Pitts-

burgh, Philadelphia and Cleveland.

"Those cities were chosen because of their high concentration of corporate headquarters with plants or facilities in Iowa," explained Bailey. "And of course those are the firms with the most potential for expansion in this state. It's important for us to renew acquaintances."

Community representatives at-

tending the Kansas City trip included: Carl Adrian, Quad Cities; Terry Bailey, Sheldon; Bob Bruce, Storm Lake; Jim Castle, Polk City; Carol Groeschel, Clarinda; John Hodson, Ames; Glenn Ivarsen, Sioux City; Jim Knedler, Centerville; Jim Schipper, Lamoni; David Selene, Red Oak; Austin Turner, Corning; Chuck Wetherell, Storm Lake; and Roger Zimmerman, Grinnell.



Members of the "Sell Iowa" mission join Gov. Branstad to rally enthusiasm for sales calls in Kansas City.



Governor Branstad addresses the board of Farmland Industries in an effort to elicit plant relocations in Iowa.

Helping good ideas happen

You've developed a new product or a new system to the point where you can tell it's a winner. If you just had the resources to bring it to market. . . .

The Iowa Product Development Corporation committed their resources to four potential winners recently, when they filed letters of intention to invest in four Iowa companies.

The good ideas that will come to life include projects as diverse as a new telemarketing system, portable furniture, microcomputer systems, and a light reflective material. All four contain that elusive element, the seed of success.

The IPDC was formed by the Legislature in 1983 with the intention of stimulating the state's economic development by investing in enterprises that would have an uncertain future without special risk capital. An initial allocation of state funds (budget for Fiscal Year 1983 amounted to \$729,000) got the program started. Eventually, the IPDC investments will begin paying off and allow more companies the opportunity to benefit from the program.

Electronic Technology Corporation (ETC) from Cedar Rapids received the first IPDC investment, announced in December.

Applications approved at the March meeting include Hafenlog Corporation of Iowa City, designer of microcomputer systems; Industrial & Business Systems, Inc. (IBS) of Bettendorf, manufacturer of telecommunications systems; Mach III of Mason City, manufacturer of light reflective heat-transfer material; and Pack-A-Long of Oakland, manufacturer of portable furniture. There have been over 130 inquiries about IPDC application this fiscal year.

Karla Fultz, IPDC chairperson, notes that the four approved applications are good examples of companies that "did their homework. The application process itself is very demanding," she adds, "and each of these individuals received additional requests for detailed information."



Ken Ryan of IBS in Bettendorf demonstrates product features to the IPDC, fellow applicants, and members of the press.

Complete financial data, projections, references and personnel data are required, as well as a comprehensive business plan. Doug Getter, IPDC acting president and manager of the Research & Development group of the Iowa Development Commission, hopes that the demands of application weed out those who aren't seriously committed to their concept. "This is not a financial source for harebrained schemes," he stresses. "We're seeking valid opportunities for the economic growth of Iowa. The four recently approved applications expect to at least double their payrolls in the next year, with more dramatic expansion projected a few years down the road. That's what this is all about, creating new jobs."

For more information on the Iowa Product Development Corporation, or to acquire an application form, phone 515/281-3925.

(Cont. from page 2)

An additional 30-40 employees will be required to staff the expanded facility.

Sernett Department Stores

Marv Sernett, chairman of the Carroll-based Sernett Department Stores, has announced plans to build a 30,000 square foot facility in Clarinda. Construction is scheduled to begin in April, with completion targeted for November.

The store is expected to employ 40 people, including part-time employees.

This will be the sixth Sernett store in Iowa. The others are located in Storm Lake, Spencer, Algona, Creston and Carroll. Clarinda was selected because there was a site available, and because there was a recognized market opportunity in this area.

Eaton Corporation

A new product assignment has resulted in expansion of the Eaton Corp. payroll in Hanover. Manufacturing of cruise controls for Chrysler will make use of available space on the premises, but will require almost double the number of employees, from current 135 to at least 235 at full production.

The Eaton plant serves the major appliance industry worldwide with production of appliance water valves. The cruise control product is being reassigned from the Eaton plant in Sanford, N.C.

Mid-Missouri Building Supply, Inc.

A wholesaler of specialty building materials has announced construction of a facility in Mt. Pleasant. Mid-Missouri Building Supply, Inc. will begin operations this summer when their new 18,000 square foot building will be completed. Initial employment is expected to number about six.

Mid-Missouri services about 35 building centers in this area.

City Carton Company, Inc.

Plans are underway to begin construction of a new facility for City Carton Company, Inc. in Mt. Pleasant.

The paper recycling company ex-

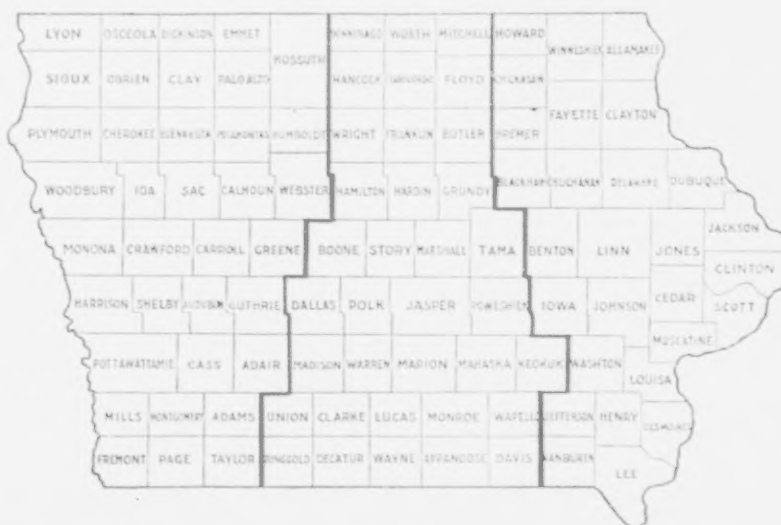
Naber holds down the fort

Vivian Naber is a familiar face and a familiar voice to many Iowans. Though she's now secretary for the Community Resources group, until the IDC reorganization she was affiliated with the Iowa Community Betterment Program.

Through her work with Barbara DuVall she's still ICB-connected, but Vivian is making good use of all the insight she's gained in her six years at the Iowa Development Commission by supporting the efforts of the entire group.

Born in Decorah, Viv graduated from Cresco High School. The mother of four daughters and grandmother of six, Vivian and her husband live in Des Moines.

Vivian explains that the three Regional Managers are responsible for sections of the state delineated roughly by two vertical lines (see map). That means there's lots of territory for them to cover, and lots of phone calls for Vivian to cover. She's pleased to be at the hub of a very active, very involved group of community-oriented professionals.



Weber
515/281-8547

Calvert
515/281-8481

Blum
515/281-8477

pects to locate their plant in the industrial park area of Mt. Pleasant, and anticipates operations being underway by this fall. The firm expects payroll to number six initially.

D.A.D. Manufacturing Inc.

D.A.D. Manufacturing Inc. will move from Cedar Rapids to Hiawatha this fall in order to facilitate expansion.

The metal fabricating job shop will occupy a 15,000 sq. ft. structure to be built in an industrial park just one block from an Interstate 380 interchange. The location of the facility played an important part in relocation plans.

The four-year-old company will increase payroll from 16 to 30.

D.A.D. builds prototypes for large manufacturers.

Louis Rich Co.

Plans are being finalized to open a Louis Rich Co. turkey processing plant north of Sigourney.

The facility will be located at the former Rawhide Ranch Bavarian Meat plant, vacant since 1982.

Other Louis Rich plants are located in West Liberty, New Berry, South Carolina and Modesto, California.

Al Becker, general manager of Louis Rich in Davenport, expects the Sigourney payroll to number approximately 60. Employment will be handled by the Sigourney office of Job Service of Iowa.

Learn by doing in Japan

International Internship Programs (IIP) has announced that it is seeking business people to work and live in Japan as part of a new, unique "Japan-United States Business Exchange Program." American managers will spend one to six months observing the operations of some of the world's largest companies.

Several major Japanese companies will participate in the program. Those expressing strong interest include Kobe Steel, one of the top steel producers in Japan, Dentsu, one of the largest advertising companies in the world, and Seibu Group, which owns and operates Japan's fastest growing department store chain.

Mr. Yoshikazu Ikeda, Director of IIP and head of the Tokyo office, stated that "the purpose of this exchange program is to give business managers and professionals the opportunity to learn and exchange management ideas and business techniques on-the-job through direct observation and interaction rather than through passive book or seminar learning," Ikeda added, "This type of exchange will promote understanding between Japan and the United States on all levels and do more to encourage economic cooperation than short-term tours or conferences."

Prior to departure, participants receive an intensive, one week orientation on the language, customs, lifestyle, history and business environment of Japan.

International Internship Programs, a U.S. non-profit organization, is designated by the U.S. Information Agency as an Exchange-Visitor Program. Since 1979 it has sponsored over 250 professional exchanges between Japan and the United States, Canada, Britain and Australia in education, journalism and nursing.

Individuals desiring more information on the "Japan-U.S. Business Exchange" should contact A. Barretto Ogilvie at International Internship Programs, 401 Colman Building, 811 First Ave., Seattle, WA 98104, or phone 206/623-5539. *

Economic dev. course targets small towns

Community leaders from small towns throughout Iowa may be interested in attending a special institute on business district revitalization this summer. The course is scheduled for July 21 to 28 at Cornell University in Ithaca, New York.

Sponsored by the National Trust for Historic Preservation, the institute is part of a training program in small town economic development being carried out by the Trust's National Main Street Center under an agreement with the U.S. Department of Agriculture's Office of Rural Development Policy and the Design Arts Program of the National Endowment for the Arts.

"We are looking for one hundred individuals who are directly involved with the challenge of putting new economic life back into the Main Street of America's small towns and rural communities," said Scott Gerloff, director of the National Main Street Center. "They may be retailers, bankers, state or local public officials, property owners, developers, chamber of commerce executives or other downtown professionals. Anyone actively working in small town revitalization could benefit from the program."

There is no tuition for the institute, although participants are responsible for travel and expenses. Course materials and a training manual are provided free of charge. The course includes field work, seminars and case studies.

The National Main Street Center has helped restore both the economic life and the architectural character of the central business districts of dozens of small towns. In the past three years, projects in 62 communities in six states have attracted more than \$125 million in private investment and have helped start over 450 new businesses.

For more information on the institute, write to Downtown Development Institute, National Main Street Center, National Trust for Historic Preservation, 1785 Massachusetts Ave., NW, Washington D.C. 20036.



IDC DIGEST

April, 1984 Vol. XIII-No. 4

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You've thought about it long enough -

Business women from Iowa and Nebraska will gather at the Des Moines Marriott Hotel for a two-day conference on May 14 and 15. The conference is targeted to business owners and those with ownership ambitions.

The Women's Business Ownership Conference '84, sponsored by the U.S. Small Business Administration, will offer workshops in all areas of commercial enterprise, including "How to Develop a Business Plan," "Start-Up Financing," "Making the Computer Decision," "Opportunities for Profits Overseas," "Doing Business with the Feds," "Working with your Accountant," "The Best of Both Worlds — A Business at Home," and a special group of seminars for farm women. There will be a total of 47 workshops from which to choose.

Exhibit space will be available to those wishing to promote existing businesses. The conference will also offer the opportunity for women business owners to meet with purchasing managers of major corporations and government agencies.

Keynote speakers for the conference are Kate Rand Lloyd of *Working Woman* magazine, New York, and Barbara Gardner Proctor, president and owner of Proctor and Gardner Advertising, Inc., Chicago.

Conference participants will gain a glimpse of the future via an address by Corinne Kuypers-Denlinger, director of research for the Naisbitt Group and editor of Trend Report. John Naisbitt is the author of *Megatrends*, a best-selling book on preparing oneself and one's business for the future.

For more information on the conference or to reserve exhibit space, phone Fran Fleck or Jane Mitchell at the Iowa Development Commission, 515/281-3251.

WOMEN'S BUSINESS OWNERSHIP CONFERENCE 84



BUILDING A BRIGHTER FUTURE

If you're a woman who owns or is planning to own a business, you're one of over 3 million American women helping to shape this country's economic future.

Women's Business Ownership Conference 84 offers workshops in creative financing, management skills, new technology, marketing and much more... plus the chance to make valuable contacts. Let's build a brighter future — together.

SBA

30

U.S. Small Business Administration
1401 E. St. NW Washington D.C. 20416



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May 1984

Digest



The roles of the IDC's Small Business Division



Story on page 6 and 7



Industrial Expansions

WINNEBAGO



Expansions announced

Within a one-week period in April, Winnebago Industries, Inc., headquartered in Forest City, announced expansions of their production operations in two leased facilities — one located in Lorimor and the other in Hampton.

Winnebago has moved their motor home drapery production to a 10,000 square foot plant in Lorimor which was formerly used to make sports clothing. Approximately 30 persons, including the plant supervisor, were hired from the Lorimor area.

In Hampton, Winnebago will begin production of fiberglass components for motor homes in a 70,000 square foot facility. Approximately 100 persons will be employed in this new plant.

According to Winnebago President Ronald E. Haugen, the addition of the Hampton operation will increase Winnebago's total employment in Iowa to more than 2,600 persons, including more than 2,450 employees in Forest City.

"Both the Hampton and Lorimor expansions were made necessary by the increased production requirement of the company," Haugen said.

"We have a limited labor pool to draw from in north-central Iowa," he explained. "When we increased our

employment requirement in the past, it became difficult to hire a sufficient number of persons within a reasonable driving distance of Forest City. By moving to these new locations, we can draw upon different labor areas, and at the same time, maintain the new operations within reasonable delivery distances from Forest City."

Haugen also noted that the company chose to expand its operations in Iowa because of location, the success Winnebago has had with the high-quality skills and workmanship of Iowa workers and excellent cooperation received from the Iowa Development Commission.

Winnebago's sales are at a record high after the introduction of a new line of fuel efficient, front-wheel drive motor homes.



Cargill, Inc. refinery in Sioux City

Plans to construct a \$15 million soybean oil refinery have been announced by Cargill, Inc. The refinery, which is expected to employ 25 people, will be built adjacent to Cargill's soybean crushing facility in Sioux City. The vegetable oil refinery will utilize the crude soybean oil produced at the crushing plant, which processes 16 million bushels of soybeans annually. The new plant will be Cargill's seventh U.S. vegetable oil refinery and its fourth facility to produce hydrogenated vegetable oil. Cargill operates 14 U.S. soybean processing plants.

Snap-on Tools expands in Algona

Snap-On Tools of Kenosha, WI, has announced plans for a 60,000 square foot addition to its manufacturing plant in Algona. This addition will bring total square footage to more than 370,000 square feet and will ease current congestion brought about by the addition of 40 employees since the

beginning of the year. The Algona plant, with a total work force of 543 employees, makes tool boxes and electronic testing equipment used by mechanics.



paper products corporation

Carnation Paper Products Corporation, a paper plate and paper specialties company headquartered in Brentwood, New York, recently announced its first expansion in the company's 23-year history. Carnation has leased 26,000 square feet of product area for a Midwest facility in Des Moines, employing 15 people.

SILOPRESS

relocates to Sioux City

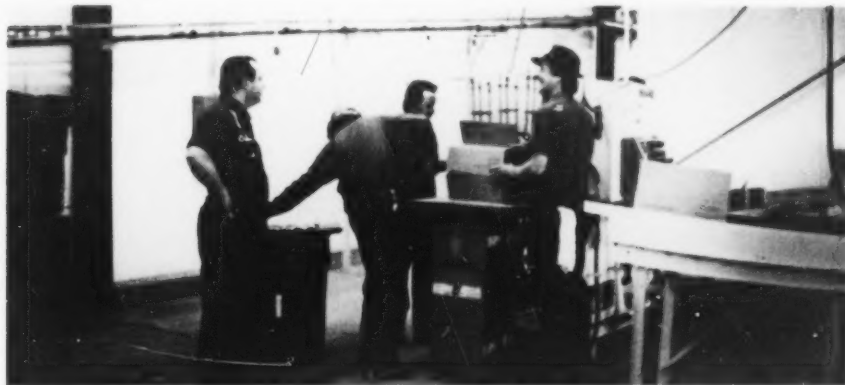
Silo Press has purchased an existing facility of 32,000 square feet to relocate its manufacturing facility from Nebraska. The company, which has been headquartered in Sioux City, has the worldwide rights to manufacture plastic silage bags, a European invention which allows convenient storage and distribution of cattle silage. The project is expected to produce an investment of \$1.5 million and 100 jobs.



Auto Assemblies, Inc. relocates to Osceola

Auto Assemblies, Inc., which currently operates production facilities in Murray, Lucas and Lamoni, announced plans to build a combination central office, warehouse and prototype design facility in Osceola. Construction of the new 40,000 square foot building is underway. With the completion, Auto Assemblies' total Iowa employment is expected to increase by 100 from their present 290 level. Part of this increase will be in the Murray plant, which will have an additional 10,000 square feet of production space by the relocation of office and distribution functions to the Osceola facility.

Job training creates 1217 new jobs



James P. Barvincak (left), consultant with On-Line — a computer illustrations, product drawings and engineering consulting firm in Des Moines, has been hired through the Iowa Jobs Training Program to provide packaging operations instructions to employees at the Pearl River Chinese Food Manufacturing plant in Des Moines.

Iowa's new and unique jobs training program is spotlighting Iowa in the area of economic development as it serves as a potent catalyst for industrial expansion and the creation of new jobs. In less than a year, the Iowa Industrial New Jobs Training Program has spurred the addition of 1217 new jobs.

"The Governor and the legislature showed great foresight and concern for the Iowa economy in approving this program last year. It is providing a stimulus the Iowa economy sorely needs right now," states Jack Bailey, director of the IDC.

Under the act, area community

colleges enter into agreements with industry seeking to expand or locate in Iowa. Working together, the two parties design a training program. The community college issues bonds to pay for the cost of instructors, equipment, educational materials, classroom space and up to half of the cost of worker salaries during the on-the-job training that can last as long as one year. These bonds are then repaid through property taxes on the increased value of the expanding plant or through income taxes on new workers' salaries.

Community colleges with new job training projects are Kirkwood in

Cedar Rapids, Eastern Iowa in Davenport; Indian Hills in Ottumwa; Iowa Central in Fort Dodge; Iowa Western in Council Bluffs; Southwestern in Creston; Des Moines Area; Iowa Valley in Marshalltown; and Iowa Lakes in Estherville. The most extensive of these contracts is an agreement that Indian Hills has to train 110 workers for Cargill's new corn processing plant in Eddyville.

Coordinated by the Iowa Development Commission with the Department of Public Instruction and the Office for Planning and Placement, 18 companies have so far entered into agreements with nearby area community colleges for a total cost of \$4,728,600. "It's just downright good news for people looking for work, for industry wanting to expand, for the area schools and for the state economy in general," comments Dale Braynard, coordinator of the program for the IDC.

For more information about the job training program, contact Dale Braynard at the IDC (515/281-8329) or the economic development representative at your nearby area community college.

Greyhound rolling into Iowa with 900 new jobs

Greyhound Lines, Incorporated, is bringing 900 new jobs and a payroll of \$14 million to the state of Iowa. Greyhound is combining accounting operations from Cleveland and San Francisco into one central accounting center in West Des Moines. Greyhound expects to occupy a new building — no announcement yet on cost or exact location — by March of 1985. It is expected that more than half of the employees will move to Iowa from Cleveland and San Francisco.

Efforts to get Greyhound to choose Iowa for the new accounting facility extended over a period of

several months, involving Iowa Governor Terry E. Branstad, who made phone calls to Greyhound officials, and the staff members of the Iowa Development Commission, Greater Des Moines Chamber of Commerce and the West Des Moines Chamber of Commerce.

"We've been in contact with Greyhound for years, dating back to the time when they used to own packing plants in Iowa," said Jack Bailey, director of the IDC. "This is another example of how Iowa's jobs training program serves as an incentive for business to locate in the state."

Under a \$1.9 million contract with Greyhound, the Des Moines Area Community College will train workers for the new accounting facility under the Iowa Industrial New Jobs Training Program.

"Based on a standard economic multiplier, the Greyhound announcement could ultimately produce over \$100 million in new economic activity for the Des Moines area and the state of Iowa," states Doug Getter, group manager of research for the IDC. "It has direct impact on retail business, bank deposits and state and local tax collections."

Iowa Film/Video Advisory Board established



During their initial meeting on May 16 at the Iowa Development Commission, members of the Iowa Film/Video Advisory Board discussed a variety of methods to make promotional contacts and market Iowa to the film and video industry.

The Iowa Development Commission has established a voluntary advisory board in an effort to garner new ideas about how to market the state's potential as a film/video production center and how to cultivate the abilities of its artists and technicians.

In 1983, Iowa had its best year ever as a production location, drawing \$5.4 million in new money from shooting on feature films like "Country" for Walt Disney Pictures and "Children of the Corn" for New World Pictures; filming of the television series, "The Mississippi," for CBS; and television commercial productions advertising McDonald's and Budweiser Light.

"We had some success in attracting film and videotape production to the state last year," said Bill Lindstrom, audio/visual and film manager for the Iowa Development Commission. "But it was the result of a limited effort with a limited number of people. If we want to increase the amount of production that takes place in Iowa, and increase the job opportunities of those people in the field, I think we need the fresh ideas of the volunteers serving on the Iowa Film/Video Advisory Board."

The board, consisting of 17 members, represents a veritable

who's who of the film and video industry in Iowa. IDC Director Jack Bailey says that individuals from broadcasting, film and video production, education, advertising, marketing and state government were chosen. And, it's that variety of backgrounds that is so significant to the mission of the group.

"Not only will the board look for ways to increase economic opportunities for communication professionals, but it will also attempt to increase Iowans' awareness of the motion picture industry and its importance to the state's economy," said Bailey. "These people represent nearly every facet of the visual communication industry, which makes it easy to see the diversified areas this industry touches. Film and video communications touches Iowans in so many ways."

The initial meeting of the Iowa Film/Video Advisory Board was held on May 16 at the IDC. Future meetings will be held approximately every two months.

The members of the advisory board are: Chairperson Bill Riley, senior vice president of Heritage Communications, Inc., in Des Moines; Bob Ayers, freelance producer and actor in Des Moines; Donald Goss, executive vice president of the Mason City

Chamber of Commerce; Carl Hoffman, film buyer and booker for Dubinsky Theatres in Des Moines; William Hohlfeld, media instructor at Mount Ayr Community Schools; Dick Kraemer, film professor at Iowa State University in Ames; George Lindblade, producer for Lindblade and Company in Sioux City; Charles Lindemann, senior producer for University Video Center at the University of Iowa in Iowa City; Dennis Lynch, producer at Kirkwood Community College in Cedar Rapids; Doug Miller, public affairs director for WOC-TV in Davenport; John Pascuzzi, public affairs director for KCCI-TV in Des Moines; Larry Patten, executive director of Iowa Public Television in Des Moines; Sue Riedel, speech instructor at Dubuque Community Schools; Renata Sack, director of the Cedar Arts Forum in Waterloo; Nancy Stillians, grants coordinator for the Iowa Arts Council in Des Moines; Terry Taylor, executive producer of broadcast media for CMF&Z, Inc. in Cedar Rapids; and Don Thompson, producer for Mark IV Productions in Des Moines.



Actors Sam Shepard (left) and Jessica Lange (right) are shown during the filming of Walt Disney's "Country." During the three-months of shooting, the company spent \$3.2 million in the Waterloo area.

Iowa's Welcome Centers — information and human drama

Iowa's seven welcome centers opened May 16 to greet the flocks of tourists expected to "Come Explore the Heartland" this year. Requests for tourist information from the Iowa Development Commission have increased by 20 percent this spring, and "Skip" Strittmatter of the visitors and tourism group of the IDC says, "We are expecting a big year!"

The centers, located at interstate highway rest areas, have been known as information centers. The IDC changed them to "welcome centers" in order to encourage more people to use their services.

However, lack of business has never been a problem. Last year, nearly 72,000 visitors signed welcome center guest books while getting directions and advice, maps and brochures on things to see in Iowa. These tourists estimated their spending within Iowa's borders at more than \$15 million.

"The personal contact our welcome center staff has with the out-of-state tourists passing through Iowa is essential to boosting Iowa's share of the tourism dollar . . . to getting them to leave the interstates to see the great things Iowa has to show them," states Paul Comer, marketing manager of visitors and tourism.

This year's questionnaire for welcome center visitors inquires if they've seen the IDC's "Come Explore the Heartland" advertising campaign in magazines or regional newspapers. It also collects other important tourism information for the state of Iowa.

Seasoned staff members at welcome centers have vast experience in helping tourists get more out of their Iowa visit. Also, they know to expect the human drama that is a part of every season.

Thomas Mitchell, a retired businessman, has worked at the



Clear Lake welcome center for nine years. Last year, Mitchell witnessed as many as 30 travelers join an impromptu search for a puppy that a little girl had lost while stopping with her family. Some of the searchers enjoyed each other's company so much, Mitchell says, that they exchanged names and addresses to stay in touch.

Mitchell also helped a stranded couple from Switzerland contact the Salvation Army when their money and car reached a simultaneous exhaustion. Mitchell said it was difficult because the couple spoke little English, but through the Salvation Army they were put on a bus for New York City and their return to Switzerland.

Another welcome center with international visitors is near Underwood where Alice Killpack has greeted people from Pakistan, Iran, West Germany, Japan, the Panama Canal Zone and many other countries during her 11 seasons there.

At the Sergeant Bluff welcome center last year, Luetta Bottaro

found herself in possession of a lost 5-year-old boy. His parents had stopped the car to use nearby restrooms, leaving the boy asleep in the car. While the parents were away, the boy awakened and got out, a fact they didn't notice when they returned to the car and drove away. Bottaro says the little boy was very composed emotionally during his plight and gave her a detailed description of the family car. But before she could pass the information along to state troopers, a honking car returned with the anxious couple inside, waving their arms at the little boy.

Bottaro, Mitchell, Killpack and others are now staffing the welcome centers for another season. The centers, open daily from 8 a.m. to 7 p.m. until September 15, are located at these interstate highway rest areas: westbound I-80 Waukee and outside Wilton; eastbound I-80 near Underwood and Victor; northbound I-35 at Davis City; southbound I-35 at Clear Lake; and southbound I-29 near Sergeant Bluff. New signs are being put up to guide tourists.

Small Business Division — the voice of Iowa entrepreneurs

The Small Business Division (SBD) of the Iowa Development Commission provides assistance and guidance to create, nurture and expand small business enterprises throughout Iowa. The division, along with the 11-member Small Business Advisory Council, strive to enhance the state's small business environment.

In Iowa, a business is classified as a small business if the firm has 20 employees or less, or if it has \$3 million in annual sales or less. Nearly 70,000 Iowa businesses meet this criteria and as such, serve as the state's largest employer category, employing approximately 75 percent of the state's work force. Recognizing the impact this sector has on the state's economy, the legislature

created the SBD in July 1983.

According to Max Milo Mills, administrator, the role of the SBD is to demonstrate the state's commitment and presence in cooperating with other groups which also help small businesses, and to serve as an advocate of entrepreneurs so that they are not overlooked by both the public and private sector organizations.

"In addition," states Mills, "we monitor any legislation that may affect the business climate to insure that it is amenable to starting new businesses."

The Small Business Advisory Council

As part of the statewide effort, the Small Business Advisory Council reviews and recommends policy for the division. The council members are all small business persons who are appointed by the governor and confirmed by the senate. They also serve as advocates of the entrepreneur on a regional level.

"The members of the Council," comments Mills, "are highly motivated and enthusiastic. Since they represent all parts of the state, they provide us with an overview of the needs of the small business people in their areas."

The members of the council, serving staggered four-year terms, are: James Bixler, a manufacturer's representative from Council Bluffs; Richard Burchett, a contractor from Harlan; Larry Clement, an auto and truck dealer from Fort Dodge; Darlene Coomes, a marketing consultant from Dubuque; Doris A. Hansen, a public accountant from Sioux City; Arden Kiefer, a farmer and manufacturer from Belmond; Bob Kreamer, an attorney from Des Moines; Eugene Philip, an attorney from Sibley; Joan Poe, a beverage

wholesaler from Cedar Falls; Gloria Thomas, an agriculture writer from Des Moines, and Connie Wimer, a publishing executive from Des Moines.

Referral programs

Another role of the SBD is serving as an informational "clearing house" for individuals interested in starting their own businesses. According to Fran Fleck, program and Call One manager, "We facilitate licenses and permits and minimize obstacles a potential entrepreneur may encounter as they get their business started. Though we don't issue the necessary permits and licenses, we can assist them by providing the name or department to contact to get the appropriate applications."

The Call One Program, created by the 1982 Iowa Legislature, is the first contact people in new or existing businesses make to find the answers to questions about licenses, permits or other requirements to do business in Iowa. For this information, the special toll-free number in Iowa is 1-800-532-1216. For the Des Moines area or outside the state, the number is 515-281-8310.

The Small Business Development Centers, administered by the SBD, provide one-on-one counseling services free-of-charge to entrepreneurs. Located on four college campus around the state — University of Iowa, Iowa State University, University of Northern Iowa and Drake — the centers call upon the resources of their schools of business and economics to assist entrepreneurs in developing a complete marketing business plan. And, if the entrepreneur desires, the center will continue to provide guidance for as long as needed.

Normally, the mortality rate of new businesses is as high as 80



James C. Sanders (left), administrator of the U.S. Small Business Administration, and Max Milo Mills, administrator of the IDC's Small Business Division, discuss federal procurement opportunities for Iowa entrepreneurs.

Cover

Small Business Division personnel — (upper photo) Fran Fleck, program and Call One manager, Max Milo Mills, administrator, and (lower photo) Carol Slater, secretary — strive to create, nurture and expand Iowa small businesses

percent. However, so far statistics have shown that those people who use the services of the Small Business Centers have a 90 percent success rate!

"The Small Business Centers provide consulting services that would privately cost hundreds of dollars. It's a great savings that helps people get started in the right direction," states Mills.

Long range initiatives

The SBD is currently developing new programs to assist Iowa entrepreneurs in expanding their markets. Two of the key areas for expansion are export trade and government procurement contracts. "There are many small businesses throughout the state that could provide services and/or products that could be sold overseas or used by both the federal and state governments. However, the biggest problem is that most small businesses do not have the resources or the information they need to get their share of this business," comments Mills. "We're designing programs to open these doors and provide the resources or information businesses need to develop these markets," adds Fleck.

Both Max Milo Mills and Fran Fleck have long careers in working with or for government agencies at the federal, state and local levels. With the assistance of Carol Slater, these staff members of the Small Business Division are working to enhance the economic development of all Iowa entrepreneurs, which in turn, enhances the economic strength of the state of Iowa. As Mills sums it up, "We are trying to identify the future 'Maytags' and help them to create more jobs and more economic opportunities for people in the state."



During a ceremony in the Governor's Office, Frank L. Granados (left), chief executive officer of PECO Enterprises in Davenport, received the 1984 Iowa Small Business Person award from Governor Terry E. Branstad (left center). Max Milo Mills (right center), administrator of the Iowa Small Business Division, and Ralph W. Potter, district director of the U.S. Small Business Administration, were also in attendance.

Small Business Person of the Year

Frank L. Granados, chief executive officer of PECO Enterprises in Davenport, was named Iowa's Small Business Person of 1984 by the U.S. Small Business Administration. This award is presented to the small business owner in each state, Puerto Rico-Virgin Islands and the District of Columbia whose achievements best exemplify America's entrepreneurial spirit. The criteria include staying power; growth in number of employees; increase in sales or unit volume; current and past financial reports; innovativeness of product or service; response to adversity; evidence of contributions by nominees to aid community-oriented projects; and demonstrated initiatives in certain areas of national interest.

Frank Granados began PECO (Peoria Engineering Company) in 1972 when it was suggested that he do technical writing for the Rock Island Arsenal. In November 1974, work began on the first \$250,000 contract. By the mid-1970s, the firm

employed 15, and was crowded into 200 square feet of office space in East Moline. Expanding into larger quarters, the business began producing technical publications and collecting sample maintenance and repair data on equipment fleets to aid in management studies of equipment durability and availability. PECO's sample data collection efforts have been cited for contributing to improvements in procurement and distribution of repair parts for Army and Marine Corps heavy weaponry, aircraft, combat and tactical vehicles. Today, PECO conducts sophisticated data entry, edit, update and maintenance functions using microprocessors. The 8(a)-certified company has 25 offices worldwide, employs 167 and estimates sales of over \$5 million for 1983. Sixteen percent of its employees are minorities; 58 percent, Vietnam veterans; 25 percent, female. It continues to have a reputation for completing high-quality work before schedule.

International trade leads

A French company is seeking a partner for a joint venture or licensing agreement for the manufacturing and marketing of large size luminous road and advertising panels including their patented wind-resistant fixed-message blade panels. The firm was established in 1958. (F123-0739JL)

A Danish firm is looking for a joint venture partner to manufacture and distribute their aluminum flight cases which are impact resistant and can be adapted to custom-made needs. (DK123-0931D)

A German manufacturer of sophisticated production molds, tools and dies for the plastic industry is seeking a joint venture partner. The company was founded in 1968 and has 35 employees. (G24-1235DJ)

A German firm is interested in a joint venture or licensing agreement with a U.S. firm to manufacture their temperature controls for hot water central heating, as well as their flow-control valves. The firm was founded in 1904 and currently has 300 employees. (G34-1534JL)

A French firm is seeking a U.S. licensee for the manufacturing of

their newly developed peripheral looking device which can be installed on doors in residential and industrial buildings. The licensee should be experienced in the metal working industry. The French firm has 35 employees. (F34-1634L)

A German manufacturer of ring binders is interested in entertaining a joint venture with a U.S. firm. The binding wire is plastic coated. Also available are their laminating machines. (G44-1928J)

An Austrian firm is seeking a suitable joint venture partner for the manufacturing and distribution of concrete paving blocks for roadways, parking lots and sidewalks. The blocks are made in different shapes and colors to accommodate any landscaping requirements. (A44-1832D)

A well-reputed German firm is interested in finding a suitable U.S. partner for the development and production of plastic thermoforming machinery. The German firm was established in 1971, has 60 employees and lists annual sales of \$4 million. The German firm will provide the know-how and capital. (G123-0130J)

Joint venture announced for lysine plant

Ajinomoto Company, Inc., one of Japan's largest food companies, has reached agreement with Orsan S.A. of France for a 50:50 joint venture to produce and market feed-grade lysine, an amino acid which is becoming increasingly popular in the United States and Canada as an additive for hog and poultry feed.

The boards of directors of Ajinomoto and Orsan have approved an investment of \$40 million for a plant near Eddyville, subject to obtaining various regulatory approvals for the joint venture firm in the U.S. The Monroe County facility is scheduled to begin operations in 1986 with a workforce of 60 people and a yearly capacity of 6,000 tons of lysine. Groundbreaking for the plant is scheduled for this September.

The original proposal for the Eddyville facility, announced last January, called for all of the investment to come from Ajinomoto. Now, it's a joint venture with Paris-based Orsan.

"This is another example of the interdependency of nations and particularly those deeply involved in agri-business on the world markets," said Jack Bailey, director of the Iowa Development commission. "We welcome this initial venture of partnership between these two companies in the U.S. and look forward to growth in investment and employment in Iowa."

The new joint venture company, similar to one the two companies have in Europe, will be incorporated in Iowa as Heartland Lysine, Incorporated.

Governor's Export Conference set

The Iowa Development Commission's 12th annual Governor's Conference on Export Expansion has been scheduled for June 20 at the Conway Civic Center in Waterloo, Iowa.

This day-long forum will feature Brenda Ebeling, acting director of the Office of Event Management and Support Services of the U.S. Department of Commerce, discussing international trade shows, and Evans Browne, chief of Programs Operations, a branch of the U.S. Department of Agriculture, discussing the added value opportunities in agricultural exports.

Representing the businessman's point-of-view, Mr. Robert Sanner, vice president of International Sales for Bandag, Inc. in Muscatine, will discuss his many years of

experience in all facets of exporting.

Highlighting the conference will be the annual Governor's Export Award Luncheon, featuring Governor Terry E. Branstad as the guest speaker. In addition, he will present this year's Iowa Export Awards to Iowa companies for their outstanding accomplishments in international trade.

Everyone interested in the international marketing/exporting area should plan to attend the Governor's Conference. Co-sponsored by the IDC, the U.S. Department of Commerce, the Association of Business and Industry and the Iowa District Export Council, the program, which is still being finalized, will provide companies with valuable and useful information.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

May, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	116	541	Iowa City	246	1,242
Atlantic	96	282	Keokuk	25	429
Burlington	199	836	Marshalltown	74	550
Carroll	60	325	Mason City	171	594
Cedar Rapids	188	1,704	Muscatine	42	370
Centerville	26	184	Newton	54	358
Charles City	14	69	Oskaloosa	39	293
Clinton	115	839	Ottumwa	55	913
Council Bluffs	205	1,217	Sheldon	43	131
Creston	29	296	Shenandoah	200	491
Davenport	228	2,096	Sioux City	323	1,383
Des Moines	726	2,682	Spencer	74	413
Dubuque	150	1,545	Storm Lake	53	302
Fairfield	41	265	Waterloo	131	1,619
Fort Dodge	119	687	Webster City	13	186
Fort Madison	44	396	Statewide	3,933	22,015

¹All new applicants and job openings listed with Iowa Department of Job Service.

Leading States for Farm Marketing (\$Mil.)

	Livestock & Products		Crops		Total	
	Annual 82	Annual 83	Annual 82	Annual 83	Annual 82	Annual 83
U.S.	70,198.6	70,267.5	74,352.8	69,673.6	144,551.3	139,941.2
Iowa	6,013.1	5,960.9	4,330.3	4,026.0	10,343.3	9,987.0
California	4,380.7	4,369.5	9,940.1	9,252.2	14,320.8	13,621.7
Texas	5,430.7	5,402.3	4,249.0	4,112.5	9,679.7	9,514.8
Illinois	2,372.5	2,339.9	5,061.9	5,780.4	7,434.4	8,120.3
Minnesota	3,540.6	3,522.9	3,131.6	3,005.5	6,672.2	6,528.4
Nebraska	4,231.4	4,102.3	2,855.4	2,048.0	7,086.8	6,150.3
Kansas	3,323.9	3,273.9	2,485.4	2,216.9	5,809.3	5,490.8
Wisconsin	4,103.8	3,911.7	1,143.4	1,072.5	5,247.2	4,984.1
Florida	942.3	989.9	3,307.9	3,140.4	4,250.2	4,130.3

Personal Income

Quarterly Periods

	1983		1982	
	II	III	II	III
Personal Income (\$000,000)	32,818	33,027	30,458	31,191

U.S. Consumer Price Index

	Jan. 1984	Jan. 1983
All Urban Consumers (1967 = 100)	305.2	293.1

U.S. Composite Construction Cost Index

	December 1983	December 1982
U.S. Composite Construction Cost Index (1977 = 100)	159.1	153.4

Stock Index

	Iowa*	Dow Jones Industrial
January 1984	218.23	1,220.58
February 1984	208.12	1,154.63
March 1984	211.85	1,164.89

*Robert C. Westlund, Pipen, Jeffery & Hopwood, Inc. (1967 = 100)

Business Data

	184	183
New Car Registration	6,331	6,620
Iowa Savings & Loan (\$000,000)		
Total Loans Closed	30.1	13.9
Savings	31.2	177.6
Work Force (000)	1,309.4	1,317.6
Unemployment	83.3	111.3
Rate (% of work force)	6.4	8.4
Employment	1,226.1	1,206.3

Average Price Received by Farmers

	3 84	2 84	3 83
Corn, bu.	\$ 3.15	\$ 3.00	\$ 2.64
Soybeans, bu.	7.54	7.20	5.71
Oats, bu.	1.95	2.03	1.65
Hogs, cwt	45.10	45.30	50.20
Beef cattle, cwt	60.50	58.10	60.10
Calves	63.50	61.30	64.50
Milk (whisk), cwt	13.00	13.10	13.30
Sheep, cwt	22.50	19.80	17.80
Lambs, cwt	59.90	59.70	61.50
Eggs (market), doz	61	73	40
All hay, ton baled	82.00	85.00	56.00
Turkeys, lb	41	40	33

Value of New Dwellings¹ (\$000)

	3 84	3 83	3 mos. 84	3 mos. 83
Ames	\$ 130.0	\$ 341.0	\$ 130.0	\$ 406.0
Bettendorf	830.7	446.7	1,646.4	768.8
Burlington	50.0	50.0	50.0	195.0
Cedar Falls	229.6	0	361.1	32.1
Cedar Rapids	460.2	268.9	833.0	373.3
Clinton	15.0	152.0	15.0	152.0
Council Bluffs	229.3	118.4	1,738.7	148.0
Davenport	638.4	965.8	1,887.0	1,609.2
Des Moines	353.2	59.6	692.6	1,654.4
Dubuque	0	0	66.1	69.7
Fort Dodge	397.7	666.3	397.7	666.3
Iowa City	2,518.1	4,199.7	5,056.3	6,424.7
Keokuk	0	33.0	216.0	99.0
Marion	139.1	152.5	365.4	208.0
Marshalltown	55.0	129.0	55.0	129.0
Mason City	200.0	70.0	223.0	70.0
Muscatine	197.4	502.0	282.2	637.0
Newton	0	0	32.6	0
Ottumwa	0	50.0	0	135.0
Sioux City	123.9	42.6	243.1	42.6
Urbandale	1,339.2	345.7	3,466.5	645.0
Waterloo	106.0	231.0	152.6	306.6
W. Des Moines	1,224.5	1,469.3	1,884.9	2,079.4
Total	\$ 9,282.3	\$ 10,293.5	\$ 19,895.2	\$ 16,851.1

¹Single, two-family and multiple residential dwellings based on housing permits issued.

Average Price Paid by Farmers

	3 15 84	3 15 83
Beef cattle concentrated, 32-36%	\$ 14.00	\$ 12.70
Hog feed, 38-42% protein	15.80	14.90
Soybean meal, 44% protein	13.50	12.50
Dairy feed, 16% protein	210.00	179.00
Poultry feed, layer ration	186.00	177.00

Commodity Feed Price Ratios

	3 15 84	3 15 83
Hog — corn ¹	14.3	19.0
Beef cattle — corn ¹	19.2	22.8
Egg — feed ²	7.0	4.9
Milk — feed ³	1.24	1.49

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Kapfer named marketing group manager



Mark D. Kapfer will join the Iowa Development Commission on June 15 as manager of the marketing

group, the largest division of the IDC. Since 1982, Kapfer has been executive vice president of the Fort Dodge Area Chamber of Commerce. He has served in executive positions with other chambers located in Missouri, Minnesota and Nebraska.

The marketing group has 15 professional staff members serving in the following divisions: special projects, food production and processing, services and distribution, manufacturing and technology, international trade, training and visitors and tourism.

A native of Denison, Kapfer is a marketing and political science graduate of the University of South Dakota.

Midwest Urban Waterfront Conference June 15-16 River Center, Davenport

This two-day conference, sponsored by the Junior League of the Quad Cities and the Waterfront Center of Washington, D.C., will offer people the opportunity to learn about the "nuts and bolts" of successful urban waterfront developments. The conference, whose theme is "A New Story," will address topics from economic development to waterfront festivals, from historic renovation to site constraints. Registration materials and information is available from: 3018 18th Street, Davenport, Iowa 52803.

Product Development Corp. invests in pharmaceutical firm

The Iowa Product Development Corporation has issued a letter of intent to participate in the financing of Pharmaceutical Development Systems, Inc. (PDS) of Iowa City.

A new \$3.1 million pharmaceutical manufacturer, the firm obtained a commitment of up to \$300,000, the largest allocation yet from the Iowa Product Development Corporation.

PDS, established in November of 1983, will begin production of their major product, a solution used in

kidney dialysis treatment, by the end of this year. Initial employment is expected to number 22.

Dan Dittmore, vice chairperson of the Iowa Product Development Corporation, considers PDS a good investment for Iowa. "This is the only product of its kind," he noted. "We're hoping this is just the beginning, not only for Iowa City, but for the Iowa pharmaceuticals industry in general."

Although several additional

applications are currently under consideration, activity will soon cease unless the IPDC board identifies additional revenue sources. Legislative appropriations of \$729,000 in fiscal year 1983 and \$200,000 in fiscal year 1984 will be committed by midsummer. Currently under consideration are issuance of bonds and/or notes, and identification of federal programs.

On the road



Karen P. Merrick, an Iowa Development Commissioner from Guttenberg, looks over the surface and underground mining operations of the Iowa Coal Company near Lovilia during a tour of the facilities on May 2.

In order to get in touch with a wider group of the state's residents, the Iowa Development Commission has begun holding its monthly meetings around Iowa. The first such meeting was held at Central College in Pella on May 3. During the meeting, the commissioners learned that private colleges affiliated with church denominations are among the soundest financially in Iowa.

While in southern Iowa, IDC commissioners toured surface and underground mining operations of the Iowa Coal Company near Lovilia and the Rollscreen plant in Pella.

Available Buildings

This is not a complete list of all buildings available in Iowa. For further information, please call 515/281-3251.

Square Footage	Community	Former Use
8,900	Swea City	Business
11,000	Dubuque	Light Industrial
11,900	Story City	Industrial
12,000	Spencer	Warehouse
12,000	Algona	Light Industrial
12,500	Cherokee	Light Industrial
13,600	Bellevue	Manufacturing
14,700	DeWitt	Manufacturing
16,360	Osceola	Industrial
16,500	Adair	Industrial
17,450	Boone	Manufacturing
20,000	Maquoketa	Spec Building
20,000	Coralville	Heavy Industrial
22,280	Humboldt	Manufacturing
23,800	Oelwein	Industrial
25,248	Marshalltown	Light Manufacturing
29,000	Storm Lake	Commercial
30,000	Pleasantville	Manufacturing
31,516	Webster City	Distribution
35,000	Council Bluffs	Manufacturing
36,000	Newton	Manufacturing
38,960	Kalona	Heavy Industrial
40,000	Creston	Spec Building
40,000	Marshalltown	Light Industrial
41,250	Marion	Heavy Industrial
45,486	Humboldt	Warehousing
49,474	Albia	Manufacturing
50,463	Des Moines	Manufacturing
51,600	Cedar Rapids	Manufacturing
54,240	Camanche	Industrial
65,106	Ottumwa	Industrial
66,647	Waterloo	Industrial
77,941	Muscatine	Heavy Industrial
78,317	Fairfield	Heavy Industrial
85,000	Burlington	Heavy Manufacturing
100,000	Cedar Rapids	Light Manufacturing
121,500	Sioux City	Heavy Industrial
137,500	Centerville	Manufacturing
159,339	Mason City	Manufacturing
169,000	Red Oak	Manufacturing
176,840	Sigourney	Industrial
248,530	Waterloo	Manufacturing
273,200	Fort Dodge	Heavy Manufacturing
302,283	Davenport	Manufacturing
416,623	Ottumwa	Heavy Manufacturing



IDC DIGEST May, 1984 Vol. XIII-No. 5

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E. Thurman Gaskill, v. chrm.	Corwith
Michael Dunn	Bettendorf
David B. Hinton	Des Moines
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Iowa first in Quality of Life

Iowa ranks first in Quality of Life compared to 11 other midwestern states and a national average. A six-month study by the Iowa Development Commission, believed to be the first by any state, made a comparison of 23 publicly available statistics affecting the quality of life.

In the overall ranking of these Quality of Life indexes, the state of Iowa finished first (116.6); Minnesota was second (115.5); Nebraska, third (115.4); Kansas, fourth (113.3); and Wisconsin, fifth (111.6).

"Quality of life is a major criterion for industrial development

expansion, and retention," said Jack Bailey, director of the IDC. "This project provides a quantifiable measure of what has been an unquantifiable factor — the quality of life."

The statistics used are grouped in such categories as economic indicators, education, taxes, public safety, health care, and the environment.

Iowa's grocery prices and state government debt per capita are the lowest in the study, a position which enhances quality of life. The percentage of Iowans who own their own homes (71.8%) also leads any

of the 11 other states and the national average.

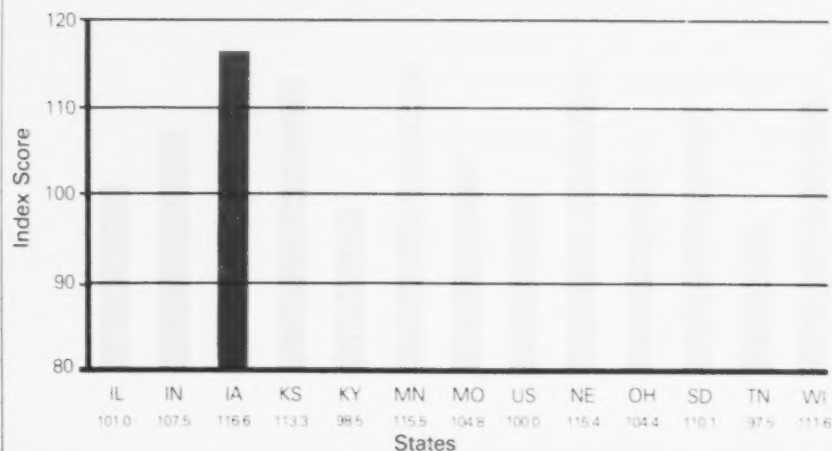
The study shows Iowa's workers are the most productive in terms of value added per worker . . . 22% more productive than the national average and more productive than their counterparts in the 11 other midwest states.

Implications of such data for industry are emphasized by Michael L. Induni, plant manager of Firestone Tire & Rubber Company in Des Moines. "The positive Iowa living environment assures industry that it will have a stable and highly educated work force — two factors of vital importance in training people to competitively produce high-quality products," said Induni.

Two vital quality of life factors emphasized by employee recruitment programs are safe living environment and the quality of education. As the Quality of Life study shows, Iowans live in a state with a violent crime rate that is nearly the lowest of those reviewed.

In education, where it is traditionally strong, the state finishes second in high school graduation rate, second in college entrance test scores, and second in bachelor degrees awarded per 100,000 population.

Overall Quality of Life Index Rankings



June 1984

Digest



Industrial Expansions

Furnas

announces major expansion

Richard Hansen, president of Furnas Electric Company, announced a major expansion of their facilities in Osceola. Corporate plans indicate that 45,000 square feet of manufacturing space will be added to the existing plant. When completed, this will provide for more than a 75 percent increase in manufacturing space for the Furnas Iowa manufacturing division.

The additional space will provide needed manufacturing area for the growing output of pressure switches and air conditioning products currently produced in the Iowa facility. It will also provide facilities to manufacture a new product line being developed by Furnas which will compete with similar products made in Europe and Japan, both in the international market as well as our domestic market.

The Osceola plant currently employs 335 people. Hansen stated that filling this new addition with business would provide an additional 125 to 150 jobs.

In addition, Hansen complimented the community for its positive business environment and mentioned that the Furnas employees in the Iowa manufacturing operation represent a superb team of skilled and capable people committed to providing Furnas customers with a top quality product at competitive prices.



**Ralston Purina
Company**

regional office in Marshalltown

Ralston-Purina Company of St. Louis has chosen Marshalltown as the site for a new central regional office. The office will eventually employ eight workers in the company's new concept in marketing.



PROTOTYPE INDUSTRIES, INC.

selects Marshalltown

Prototype Industries, Inc. has relocated its manufacturing operation from Kansas City to Marshalltown. This includes sheet metal fabrication, injection molding, specialty machining and manufacturing of electronic enclosures (castings). The owners have also recently purchased a new NC punching machine to increase efficiency. Currently, the company employs five people, but will eventually employ 10 to 12 people.



INTREE

A new Iowa based company

INTREE Corporation of Muscatine, a division of Genetics International of Boston, Massachusetts, is a new Iowa based company that is the manufacturer and sole distributor of a product called DEDSTOP, an effective, low-cost Dutch Elm disease treatment. The product, as well as the method of application, was developed by the late Charles Freers of Muscatine. An agreement to produce and market was drawn between Genetics International and Freers just before he died. Now the new company is in full production and marketing the product in four states. Currently, the firm employs four people, but its potential for overall growth is virtually unlimited.



expands in Marshalltown

RACOM Corporation, a Marshalltown based GE communications equipment, sales and service firm has announced plans for new corporate offices in downtown Marshalltown along with an expansion of the firm's operations. A leader in mobile telephone communications, RACOM has developed a unique statewide communications system.

The company's expansion, which

will result in 20-25 new jobs in the next three years, was the result of a package developed through the Marshalltown Area Chamber of Commerce involving a \$250,000 loan to the City of Marshalltown by the State Office of Planning and Programming's Iowa Community Development Loan Program.



progress exceeds expectations

Electronic Technology Corporation (ETC) of Cedar-Rapids opened its doors last December with six employees and 6,000 square feet for their operation. Now, ETC employs 17 people and has had to add an additional 1,000 square feet to their manufacturing facility. According to President Scott A. Clark, "By the end of this year, it is possible that we will have between 40 and 50 employees. Plus, it looks as if we will have to expand our operations again by adding at least another 1,000 square feet."

Two major corporations from California's silicon valley (one specializing in digital circuits and the other specializing in linear circuits) have transferred their established technology and software to ETC. This transfer (which results in one of the largest composite data bases for any semi-custom company) marks the beginning of a new era in the electronics industry; silicon valley design technologies that are now available in the Midwest.

At the beginning of production last December, the company expected to start actual production of semi-custom integrated circuits in the spring of next year. Now it looks as if the start-up of production will occur by this August.

When projecting their plans for the business, the founders had estimated the first year's business at about a million dollars worth. According to Clark, that much came in during the first quarter alone.

"Starman" comes to Iowa

Columbia Pictures recently finished filming scenes for their upcoming science-fiction film, "Starman," starring Jeff Bridges and Karen Allen. "According to Columbia Pictures, 'Starman' is actually a romantic, science-fiction comedy set in rural locations," states Bill Lindstrom, film/video manager for the IDC. "And, Iowa could easily supply the settings for the rural parts of the story."

A 12-man production crew spent six days in the Cedar Rapids area filming the rural scenes needed to fulfill the cross-country driving sequences used in the film. Several Iowa communities, including Stone City, Springville, Praiseburg, Coggon

and Ryan, played parts in the filming.

"Starman" chronicles the adventures of an extraterrestrial being, played by Jeff Bridges, who is sent to explore Earth. He crashlands in Wisconsin and must enlist the help of a nearby resident, played by Karen Allen, to drive him to Arizona where he is to meet with the mother ship.

"The story follows them in their drive across Wisconsin, Iowa, Nebraska and parts of Colorado," explains Lindstrom. "After Ken Lavet, location manager of Columbia Pictures, saw what we had to offer in the Cedar Rapids area, they decided to film all of those segments in Iowa."

Columbia also used some local Iowans to fill-in for stars Bridges and Allen. In addition to the two hired as stand-ins, a few other production assistants were hired from the Cedar Rapids area. Columbia crew members also called on community residents to act as paid extras. All told, Lindstrom figures about 150 Iowans participated in the filming of "Starman."

Comments Lindstrom, "In a couple of the communities, Columbia was trying to shoot their downtown areas on Saturday afternoon . . . generally a deserted time of the day, but the crew was able to gather children and adults in a short period of time to serve as extras. Everyone was extremely cooperative and scores of people are going to be seen when the movie is released."

Although "Starman" didn't have the economic impact that feature filming usually brings to the state, there are still gains from having the crew come to Iowa.

"The economic impact from the small amount of filming they did is much like that of several TV commercials," states Lindstrom. "You count the money spent in tens-of-thousands rather than millions. But, movie-goers are going to see some of the prettiest Iowa scenery while watching "Starman," and that kind of advertising is hard to match, especially when Columbia Pictures pays us for it!"



A 12-man production crew from Columbia Pictures recently completed filming scenes for their upcoming movie, "Starman." The crew, shown above shooting some of Iowa's picturesque countryside and left, filming some town scenes in Coggon, spent a total of six days in the Cedar Rapids area. "Starman," starring Jeff Bridges and Karen Allen, is due to be released around Christmas.



IPD shares marketing secrets at spring conference



Mark Kapfer, recently appointed as marketing group manager of the Iowa Development Commission, shared his experience conducting a community marketing campaign for the Fort Dodge Chamber of Commerce during a panel discussion during the spring conference of the Iowa Professional Developers held

in Storm Lake. Other panel members, (seated left to right) Mark Threlkeld from Des Moines; Ken Caldwell from Cedar Rapids; and Bob Bruce from Storm Lake, discussed other aspects of making your local community stand out in the crowded marketplace of economic development.

Making your local community stand out in the crowded marketplace of economic development can involve lunch boxes, your local college and advertising agencies, according to a panel at the spring conference of Iowa Professional Developers held in Storm Lake on June 14.

Bob Bruce, Storm Lake's own resourceful developer, recommended special attention to your sales presentation to stress the positives of your community and to turn any negatives into positives by using the right language. For example, he noted Storm Lake seems much closer to major metropolitan areas when those distances are stated in minutes of travel time instead of in miles.

Bruce worked with Buena Vista College on a direct mail campaign, which he believes is the most cost effective form of advertising. The college put an article about Bruce's economic development efforts for Storm Lake in the magazine they send to alumni. They let him use their mailing list for a follow-up letter to alumni and former students of the college offering a \$1,000 reward to anyone who provided a lead that resulted in a new company with at least 25 employees locating in Storm Lake. No rewards have been paid yet.

Another technique Bruce uses to give his information credibility is storing his Community Quick Reference data on Storm Lake in a computer and supplying printouts

bearing the current date to industrial prospects.

Another member of the IPD panel, Mark Kapfer, zeroed in on a specific region for a community marketing campaign he ran for the Fort Dodge Chamber of Commerce. With the help of an advertising agency, a mixture of magazine advertising, direct mail to company decision makers and personal visits was used as Fort Dodge took aim at expansion minded companies in Minnesota, Illinois and the Chicago area.

Des Moines has been successful in getting a message by executive secretaries and on the desks of company presidents by delivering information in plastic lunch boxes. Their informational materials are printed on color photographs of apples, sandwiches, vacuum bottles and other items normally found in a lunch box. Mark Threlkeld stated that this campaign has produced 800 prospects for the Des Moines Chamber of Commerce, 51 of which he considers active.

The fourth member of the panel, Ken Caldwell of Cedar Rapids, reported their marketing effort zeroed in on food processing companies through magazine advertising. "Now we're looking at telemarketing as our primary approach," said Caldwell. "It is different than everyone else is doing. It is affordable and something many communities should look at. Telemarketing is used for lead generation, not direct selling." Caldwell explained that telemarketing identifies lists of companies for his community that are worth approaching and staying in contact with through telephone calls to a wide universe of company decision makers.

Telemarketing

Telemarketing allows customers to shop anywhere in the world and businesses to sell anywhere in the world. And, that is just the beginning of its potential. Dr. Fred Brown, provost and marketing professor at Buena Vista College, told the spring conference of Iowa Professional Developers, "I can sit at home and order pearls from Japan, leather from Argentina and gold from Hong Kong."

What is making this possible is the distribution of long distance calls through satellites, which is cheaper and reaches all over the world without phone lines, and toll free calling.

That communications availability, plus a new generation of couples susceptible to telemarketing, is making it the hottest thing today, according to Brown.

"It's the baby boom generation of

the 60s, using plastic money for impulse buying," said Brown, who said they are stimulated to use "800" telephone numbers by catalogs and TV and radio commercials to make instant purchases over the phone with credit cards. Both spouses work and neither has time to shop for specialized items.

There are both inbound and outbound customers in telemarketing. Inbound customers phone in. Outbound customers are reached by phoning them, such as magazines do to get people to extend subscriptions.

Dr. Brown said telemarketing will provide 8 million jobs by the year 2000 and U.S. companies will be spending over \$20 billion dollars

on it.

To many people, telemarketing is an old phenomenon. Colleges have used it since the 1960s to recruit students and solicit funds from alumni. It is also direct selling, which has counted the Sears catalog and the Yankee peddler among its manifestations over history.

Economic developers are using telemarketing business to business. With target phone lists, calls are made internally or externally by an outside service, working from a planned and sophisticated message. With developers, it is used for canvassing leads on companies that may be expanding — companies they can approach later with specialized information and assistance.

Site Selection insights

An executive who has been through the process of reviewing Iowa cities to locate a new plant urges communities to maintain up to date and accurate information and to identify and promote their strengths if they want to be considered.

Steve Ellison, operations vice president of Furst-McNess Company, said communities should not get hung up on the notion that "you offer a small town, rural environment somewhere next to Montana," Ellison said some companies are looking to locate in an environment just like that.

"Companies are impressed by broad community involvement in economic development and an eagerness to attract new businesses," said

Ellison.

Furst-McNess, a direct sales manufacturer of livestock feed additives and household products, has opened two new plants in the past six years, one of them a 55,000 square foot facility in Storm Lake that employs 30 people.

Ellison was invited to speak at the spring conference of Iowa Professional Developers in Storm Lake to provide insights into the thinking of company officials on site selection for new plants.

He said communities should go after "companies in sound financial condition, with good management, a good growth record and a philosophy of strong support for their communities."



Dr. Fred Brown, provost of Buena Vista College, provided a marketing lesson to participants at this year's spring conference of the Iowa Professional Developers.

Preparation — the key to economic development

The Community Economic Preparedness Program (CEPP) has been developed to provide community leaders with assistance in their economic development efforts. While CEPP does not attempt to detail every aspect of economic development, it does delineate six basic components that need to be developed by any community to enhance its chance of attracting new business or industry. These components are: 1) local economic development organization; 2) community information data; 3) existing business and industry program; 4) financial capability; 5) building and site data; and 6) local contact teams.

Past experience indicates that many business prospects are introduced to a community by a representative from either the Iowa Development Commission, a railroad, a utility company or local industrial development organization. Once a prospect arrives in the community, it is the community's responsibility to convince the prospect that your community is the best location for his or her investment. CEPP is a program that has been developed to assist you and your community to prepare for that assignment.

I: Local economic development organization

To actually get started down the road toward economic development, a community must establish a specific group to coordinate its development efforts. Such an organization will be responsible for carrying through the process and should be authorized to plan, promote, locate financing and eventually negotiate with prospects. Many different types of formal organizations have been successful

in different communities.

II: Community information data

Business prospects require complete information about a community before they can make an informed plant location decision. Because of this, data gathering is an important fundamental tool in a successful economic development program. If a community is to be prepared when a prospective business expresses an interest, complete documentation of your community's characteristics is important because it 1) provides for efficient program planning, 2) provides for an effective community marketing plan; and 3) allows for communities to meet the specific needs of various prospects.

A community may possess many desirable assets that would be advantageous to a company, but this information needs to be communicated in a clear and concise manner in order to be useful. This means that the data a community compiles should cover most of the questions a prospect may have. However, because of certain specific needs, the community must always be prepared to find answers to other specific questions and needs of the prospect.

III: Existing business and industry program

It is important to realize that the number of jobs created by an existing industry is more significant than jobs created by new plant locations. In addition, it is easier for a community to provide a healthy environment that would enable an existing firm to expand than it is to attract new prospects. Another benefit is that plant managers of

existing plants can be some of the community's most effective salesmen. New plant location teams often hold confidential interviews with existing plant managers to find out how the community treats its established businesses, seeking information about communication lines, the relationship with local government officials about problems outside the plant, local financial assistance, and educational or training support systems.

IV: Financial capability

All too often a community has learned too late that it is no longer being considered as a viable location because it did not offer a suitable financing package to a prospective business. Frequently, those involved in presenting the community to a prospect may feel a financing program is unnecessary, while others may not understand such a program and are reluctant to discuss it even though it is readily available in the community.

An error of this nature can be damaging to the future economic growth of the community. It is well-known that those communities that can offer the broadest spectrum of financing programs and expertise have a distinct advantage over communities not so well prepared.

A local economic development group should be in a position to option sites, buy land, finance construction of buildings and negotiate lease-purchases with prospects. Funds for these purposes could be raised by the local development group through contributions, sale of stock or other means.

The primary function of the finance committee of the local development organization should be

to see that adequate funds are available to carry out the necessary activities.

V: Building and site data

An important locational consideration is the availability of good building sites. Many expanding companies look for a controlled building site they can have access to quickly. Without suitable sites, in most cases, a community will not be considered for a new plant location. For this reason, developing industrial and commercial sites is one of the first major activities a community should undertake in their economic development program.

When considering a physical location for business, it is important to remember that having unsuitable property can prove to be not only costly, but may act as a long-term deterrent. The acquisition of the right piece of property is not a matter of luck. It is, however, a well thought-out and objective process.

After the community has identified the site(s) that it plans to present to prospective companies, the attributes of this property must then be described in a factual manner for the prospect review.

Good industrial or commercial site data includes information on such things as location and description, ownership or control, utilities, transportation, legal check-points, geologic considerations and other obvious site characteristics. A site drawing or scaled drawing showing the shape in relation to such physical features as roads and highways, rail lines, utilities and other noteworthy features is necessary. Additional assets are topographic maps, photographs of the site (both surface and aerial views) and vicinity maps showing the site in relation to the city and other major physical

features.

Just as a community needs to properly document industrial or commercial land, it also needs to maintain current available building information. Failure to provide essential data or delay in making information available may harm an economic development cause.

Available buildings usable for business purposes are sometimes in short supply and therefore, become an outstanding means of attracting prospects. There are two types of available buildings with which the community is usually concerned — previously occupied and speculative buildings.

VI: Local contact teams

The local contact team is the group that will actually meet the prospect, answer his or her questions and show the prospect around the community. This team should be made up of well qualified, knowledgeable people who are vitally interested in economic growth and are willing to give the energy and time required to attain success in the project. This group should be kept small but still be sufficient size that three or four members can be assembled on short notice to meet with a prospect. A typical team might include a banker, local chamber of commerce executive, the mayor, a representative of the utility company and a local professional industrial developer.

Regardless of the size or makeup, the contact team should be thoroughly familiar with the community data, site information and the community's financing capabilities. Ordinarily only a small group of three or four should initially meet with the prospect, but other members of the group or local specialists in specific fields should

be readily available.

Tours of the community and industrial sites should be planned and mapped out well in advance. Pre-selected routes should be determined in order to show off the area to its best advantage and to eliminate discussion in the presence of the prospect as to where to go and what to show first or next. It pays to show the prospect that you are well organized and prepared for his visit.

The relationship between CEPP and economic development

The Community Economic Preparedness Program was developed to provide benchmarks against which a community can measure its own readiness for economic development. Some of the program's objectives include 1) to provide a program by which a community can become better prepared for industrial and economic development; 2) to improve the preparedness of the community in order to enhance its ability to successfully promote economic development; and 3) to provide benchmarks against which a community can measure its own preparedness and readiness for economic development.

Those communities that achieve the designation as a "Prepared Community" will receive more serious consideration by prospects as candidates for capital investment, and will enjoy greater opportunity for economic prosperity. It is a program to help Iowa communities to realize their development goals.

For more information about CEPP or to enroll your community in the program, contact the IDC's Community Resources Group at 515-281-3536.

Export trade encouraged at Governor's Conference

According to Robert Sanner, senior vice president of international sales for Bandag, there are some very definite "don'ts" to marketing in foreign lands.

Don't hire a national to act as your representative and then replace him with an American six months later. Don't keep all your inventory here at home — it's tough to make a sale when there's no product on hand. And don't try to sell product right off the shelf. In most cases minor changes that reflect cultural preferences will make it more marketable.

Via one snappy anecdote after another, Sanner transported registrants at the Governor's Export Expansion Conference around the world. Doing business abroad was the subject of all six speakers at the one-day conference in Waterloo, each individual offering a unique

perspective on the complexities and rewards of international marketing.

Evans Browne of the U.S. Department of Agriculture and Robert Kelley and Donald Earnshaw of the U.S. Department of Commerce shared insights into government programs and trends for the future. Farouk A. Zaki of the Egyptian Chamber of Commerce profiled the business climate in the Mideast, pointing out that Egypt offers an entrance to those varied and viable markets. Sanner of Bandag and Alfred F. Michon of ITC Inc. gave the perspective of private industry. The result was a program to stimulate the international marketing ambitions that are alive and well in hundreds of Iowa businesses.

Among those present were the seven winners of the Governor's Export Awards, companies chosen for their aggressive leadership in

exporting. James E. Dunn Grain Services, Inc. of Waterloo; Hawkeye Eagle Trailer Company of Schaller; Langenbach Wood Products, Inc. of Fort Madison; Midwest Walnut Company of Council Bluffs; George A. Rolfes Company of Boone; Standard Golf Company of Cedar Falls; and Trans World Hide, Ltd. of Cedar Rapids all collected honors.

In his luncheon address, Governor Branstad commended the award winners, emphasizing that small businesses have played an important role in assuring our position of leadership among the country's top exporters. He also commented that the controversial Iowa World Trade Center concept is a critical compliment to international marketing efforts in our state, and a necessity if we hope to maintain an aggressive stance in competition with our Midwest neighbors.

\$1.4 million estimated in new sales generated from Far East Trade Mission

Iowa's recent trade mission to the Far East, representing 14 companies, has generated an estimated \$1.4 million in new sales. According to Max Olson, marketing manager in the international trade group of the IDC, the trade mission participants estimate they will do an additional \$5.5 million in new business over the next year as a result of the trip.

Eight persons, including mission director Olson and Iowa Lieutenant Governor Robert T. Anderson, participated on the trade mission and made 170 calls for new export sales in Seoul, South Korea; Taipei, Taiwan; Manila, the Philippines; and Singapore.

"This is the fourth trade mission that I've been on with the Iowa Development Commission. It is by far the most productive one for my company," said Jerry Chaffee, president of Aeon International

Corporation, an export trading company in Marion.

Lieutenant Governor Anderson and Olson visited U.S. embassies, ambassadors, foreign officials and commerce representatives. Anderson noted that the development of export trade is a long term process, especially since Far Eastern business people aren't as aware of the trading opportunities with individual states, such as Iowa. In addition, the mission provided Anderson the opportunity to develop contacts the state of Iowa can use to establish more sister county, city and school relationships overseas.

Trade missions are one of the IDC's programs to improve export sales opportunities for Iowa manufacturers. "The trips are 100 percent business oriented," said Olson, who is very proud of the quality of the trade mission and the

new business they produce. "Most of these companies were looking for people to represent them in Seoul or Taipei or Manila or Singapore, rather than on the spot sales." However, they were able to do both this trip.

Companies partaking in the IDC trade mission were: Aeon International Corporation of Marion, representing eight agri-business companies; Concrete Pipe Machinery Company of Sioux City; Hawkeye Eagle Trailer Company of Schaller; Hydrotile Machiney Company of Nashua; George A. Rolfes Company of Boone; Stadiums Unlimited, Inc. of Grinnell; and Vanmark Corporation of Creston.

Iowa companies interested in future trade missions sponsored by the Iowa Development Commission should get in touch with Max Olson at 515/281-3138.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

March, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	116	541	Iowa City	246	1,242
Atlantic	96	282	Keokuk	25	429
Burlington	199	836	Marshalltown	74	550
Carroll	60	325	Mason City	171	594
Cedar Rapids	188	1,704	Muscatine	42	370
Centerville	26	184	Newton	54	358
Charles City	14	69	Oskaloosa	39	293
Clinton	115	839	Ottumwa	55	913
Council Bluffs	205	1,217	Sheldon	43	131
Creston	29	296	Shenandoah	200	491
Davenport	228	2,096	Sioux City	323	1,383
Des Moines	726	2,682	Spencer	74	413
Dubuque	150	1,545	Storm Lake	53	302
Fairfield	41	265	Waterloo	131	1,619
Fort Dodge	119	687	Webster City	13	186
Fort Madison	44	396			
			STATEWIDE	3,933	22,015

¹All new applicants and job openings listed with Iowa Department of Job Service

Farm Retail Price Spreads

	Feb. 1984	Feb. 1983
Beef, Choice:		
Retail price (cts/lb.)	243.9	238.7
Net carcass value (cts.)	152.1	144.0
Net farm value (cts.)	144.5	135.5
Farm-retail spread (cts.)	99.4	103.2
Pork:		
Retail price (cts/lb.)	162.9	183.3
Wholesale Value (cts.)	109.2	122.3
Net farm value (cts.)	73.6	92.4
Farm-retail spread (cts.)	89.3	90.9
Dairy Products:		
Retail cost (1967 = 100)	250.9	249.7
Farm value (1967 = 100)	257.3	264.6
Farm-retail spread (1967 = 100)	245.3	236.6
Eggs:		
Retail cost (1967 = 100)	270.3	169.3
Farm value (1967 = 100)	318.4	174.3
Farm-retail spread (1967 = 100)	200.9	162.0

U.S. Consumer Price Index

	Mar. 1984	Mar. 1983
All Urban Consumers (1967 = 100)	307.3	293.4

U.S. Composite Construction Cost Index

	February 1984	February 1983
U.S. Composite Construction Cost Index (1977 = 100)	160.3	156.8

Business Data

	2 84	2 83	2 mos. 84	2 mos. 83
New Car Registrations	6,206	4,085	12,537	10,705
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	42.4	15.2	72.5	29.1
Savings	3.5	108.8	34.7	286.3
Work Force (000)	1,315.0	1,325.3	1,312.2	1,327.9
Unemployment	80.9	107.9	82.1	109.4
Rate (% of work force)	6.2	8.1	6.3	8.2
Employment	1,234.1	1,217.5	1,230.1	1,218.5

Value of New Dwellings¹ (\$000)

	4 84	4 83	4 mos. 84	4 mos. 83
Ames	\$ 110.0	\$ 130.0	\$ 240.0	\$ 536.0
Bettendorf	799.3	1,000.3	2,445.7	1,769.1
Burlington	0	81.2	50.0	276.2
Cedar Falls	69.6	393.6	430.7	425.7
Cedar Rapids	41.0	171.1	1,252.0	544.4
Clinton	67.0	4.5	67.0	156.5
Council Bluffs	221.2	39.0	221.2	187.0
Davenport	809.0	484.8	2,796.0	2,094.0
Des Moines	1,189.9	233.1	1,882.5	1,887.5
Dubuque	427.3	102.7	493.4	172.4
Fort Dodge	345.0	0	742.7	666.3
Iowa City	1,680.1	4,704.4	6,736.4	11,129.1
Keokuk	0	50.0	216.0	149.0
Marion	162.1	196.0	527.5	404.0
Marshalltown	144.0	47.0	199.0	176.0
Mason City	330.0	196.2	553.0	266.2
Muscatine	265.3	1,408.7	547.5	2,045.7
Newton	58.7	0	91.3	0
Ottumwa	105.0	95.0	105.0	230.0
Sioux City	416.0	412.8	659.1	455.4
Urbandale	3,208.4	865.4	6,674.9	1,510.4
Waterloo	261.0	270.4	413.6	577.0
W. Des Moines	2,702.0	1,351.9	4,586.9	3,431.3
Total	\$ 13,799.9	\$ 12,238.1	\$ 33,685.1	\$ 29,089.2

¹Single, two-family and multiple residential dwellings based on housing permits issued.

Personal Income Quarterly Periods

Quarterly Periods	1983		1982	
	II	III	II	III
Personal Income (\$000,000)	32,818	33,027	30,458	31,191

Stock Index

	Iowa*	Dow Jones Industrial
February, 1984	208.12	1,154.63
March, 1984	211.85	1,164.89
April, 1984	204.58	1,170.75

*Robert C. Westlund, Piper Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	4 84	3 84	4 83
Corn, bu.	\$ 3.29	\$ 3.15	\$ 2.90
Soybeans, bu.	7.64	7.69	6.03
Oats, bu.	1.87	1.97	1.84
Hogs, cwt.	47.50	45.80	46.90
Beef cattle, cwt.	60.70	61.30	62.20
Calves	60.10	61.70	64.90
Milk (whs), cwt.	12.80	13.00	13.30
Sheep, cwt.	13.40	18.20	14.50
Lambs, cwt.	61.60	60.00	58.00
Eggs (market), doz.	81	61	38
All hay, ton baled	33.00	82.00	55.00
Turkeys, lb.	44	41	30

Average Price Paid by Farmers

	4 15 84	4 15 83
Beef cattle concentrated, 32-36%	\$ 13.80	\$ 12.90
Hog feed, 38-42% protein	15.50	15.50
Soybean meal, 44% protein	13.50	13.00
Dairy feed, 16% protein	215.00	195.00
Poultry feed, layer ration	190.00	190.00

Commodity Feed Price Ratios

	4 15 84	4 15 83
Hog — corn ¹	14.4	16.2
Beef cattle — corn ¹	18.4	21.4
Egg — feed ²	8.8	4.5
Milk — feed ³	1.19	1.36

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Demand discount program

A test program offering discounts on electrical costs to new or expanding businesses is proving to be an incentive for economic development that is creating jobs and improving local economies in northwest and north central Iowa, according to Glenn Ivarsen, manager of area development for Iowa Public Service Company. Ivarsen briefed the Iowa Development Commission during their June meeting in Sioux City, reporting that the "Demand Discount Program" has been accepted well by all of their customers.

The three year pilot program,



Day Hacke (left) of the Estherville Industrial Development Corporation returns the \$50,000 no-interest loan acquired through the IDC's Speculative Building Loan Program to Jack Bailey (right), director of the IDC. The funds were used to pay the interest costs on a structure recently sold to Holiday Express Corporation, a local trucking/transport firm. Expansion will allow Holiday to add about 35 employees for a total payroll of 140.

approved last year by the Iowa Commerce Commission, offers companies a 25% discount on part of their electrical costs resulting from an expansion of operations or the installation of new equipment.

Ivarsen told the commissioners 90 customers have signed up for the new program. About one-third are new businesses and about two-

thirds are expanding businesses. Based on information supplied by employers, Ivarsen said 2,326 new jobs, fulltime or part-time, have been created since the program began.

The 25% discount offers significant savings to new businesses locating with the IPS service territory, according to Ivarsen.

Get started with the Iowa Community Betterment Program

You can win cash, a plaque and statewide recognition by entering your community improvement projects (be they large or small) in the Iowa Community Betterment Program. Anyone — a private citizen or city official — who is interested in promoting their town, neighborhood or young people can enter this program. Enroll now before the August 1 deadline.

For more information and to enroll in the Iowa Community Betterment Program, call Bobbie Finch, Governor's Office for Volunteers, at 515/271-8304; or Barbara DuVall at the IDC, 515/281-3803.

M.A.C.E. elects 1985 officers

The Mid America Chamber Executives (MACE) elected their 1985 officers at the group's 11th annual meeting in May. The 1985 MACE president will be Ted Ringhofer, president of the Owatonna (MN) Chamber of Commerce. President-elect will be Toche Terrones, EVP of the Boone Chamber of Commerce. Terrones served as program chairman of the annual meeting and will assume the duties of the president in 1986. MACE involves a five-state region consisting of Iowa, Minnesota, North Dakota, South Dakota and Nebraska.

Available Buildings

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

Square Footage	Community	Former Use
9,600	Grinnell	Heavy Industrial
10,814	Anita	Commercial
11,900	Story City	Industrial
12,000	Spencer	Warehouse
12,000	Algona	Light Industrial
12,500	Cherokee	Light Industrial
14,000	Dyersville	Manufacturing
14,700	DeWitt	Manufacturing
16,360	Osceola	Industrial
16,500	Adair	Industrial
17,450	Boone	Manufacturing
20,000	Maquoketa	Spec Building
21,000	Coralville	Heavy Industrial
22,280	Humboldt	Manufacturing
22,500	Red Oak	Spec Building
25,248	Marshalltown	Light Manufacturing
29,000	Storm Lake	Commercial
30,000	Pleasantville	Manufacturing
32,400	Ottumwa	Distribution
35,000	Council Bluffs	Manufacturing
36,000	Newton	Manufacturing
37,500	Spencer	Manufacturing
38,250	Maquoketa	Heavy Industrial
40,000	Fort Madison	Manufacturing
41,250	Marion	Heavy Industrial
45,486	Humboldt	Warehousing
49,474	Albia	Manufacturing
50,463	Des Moines	Manufacturing
51,900	Oskaloosa	Industrial
54,240	Camanche	Industrial
63,408	Bondurant	Industrial
66,467	Waterloo	Industrial
75,000	Davenport	Light Industrial
78,317	Fairfield	Heavy Industrial
85,000	Burlington	Heavy Manufacturing
89,561	Waterloo	Industrial
121,500	Sioux City	Heavy Industrial
137,500	Centerville	Manufacturing
159,339	Mason City	Manufacturing
169,000	Red Oak	Manufacturing
176,840	Sigourney	Industrial
190,000	Des Moines	Manufacturing
273,200	Fort Dodge	Heavy Manufacturing
302,283	Davenport	Manufacturing
416,623	Ottumwa	Heavy Manufacturing



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A showcase for Iowa products

Iowa automotive manufacturers will have the opportunity to introduce their products internationally with minimum expense at the Automechanika '84 Trade Show being held September 11-16 in Frankfurt, West Germany.

An ideal showcase, Automechanika is the largest and most international automotive aftermarket trade show in the world. It is known as the focal point for industry trade and innovations.

The Iowa Development Commission, in cooperation with

Iowa's European Office, will represent Iowa firms interested in expanding their markets through Automechanika. As representatives of participating companies, the IDC will initiate pre-show contacts. Participating companies will also receive the exclusive trade leads secured during the show.

In addition, the IDC will develop a show catalog which will include pertinent information about participating companies and product descriptions. This catalog, along with any promotional literature, will be

distributed to potential customers at the Iowa, U.S.A. booth in the American Pavilion.

To cover the cost of developing the trade show catalog, display and shipping fees of promotional literature to Germany, there will be a \$200 participation fee. Companies interested in being a part of Automechanika '84 Trade Show should contact Luca Berrone, marketing manager of the international trade section of the IDC at 515/281-6823.

Digest



August 1984



**Knoxville Raceway —
The Sprint Car
Indy 500**

Plant Expansions



announces \$17 million expansion

Armstrong Rubber Company recently announced that the company will spend \$17 million to expand its Des Moines production facilities to produce a new generation of radial tires. The 43,000 square foot expansion will triple Armstrong's capacity to produce radial passenger and light truck tires. The expansion is scheduled to be completed by December and fully operational by mid-1985.

The expansion will be the 10th undertaken by Armstrong since it bought the Des Moines plant in 1943 and will expand total employment to 1,300, with the addition of 300 jobs by next summer.

Armstrong managers, in making their announcement, cited the Iowa Jobs Training Program as instrumental in their decision to expand the Des Moines plant. The details and financial aspects of the program are currently being worked out with officials of Des Moines Area Community College, which will administer the program.

In addition to the training program, other factors leading to the decision to expand include the stability and productivity of Des Moines employees; Des Moines' strategic location as a distribution center; and a "progressive, forward-thinking attitude toward industry and the individual" offered by Des Moines and state officials.



reopens Columbus Junction plant

The Rath Packing Company of Waterloo reopened its slaughter operation at Columbus Junction on Thursday, July 12. Operations at the

plant were suspended in January 1983.

All former Rath Columbus Junction employees were notified, and it is expected that up to 50 percent of former employees will be available to return to work.

Rath expects to slaughter up to 3,000 hogs per day and total employment is expected to reach 250 employees. Primal cuts from the Columbus Junction operation will be shipped to Waterloo for processing.

The decision to reopen the Columbus Junction plant at this time is based on larger hog numbers than were originally forecast by the Federal Livestock Reporting Service plus built-in efficiencies which will allow the abattoir operation to be profitable.



Rockwell International plans expansion

Rockwell International Corporation's Collins Defense Communications Division of Cedar Rapids plans to enhance its manufacturing capabilities later this year. The division will construct a 70,000-square-foot addition to its existing manufacturing complex. According to Division President John D. Cosgrove, the project is to "modernize our production methods with the incorporation and implementation of new advanced manufacturing techniques and processes." Cosgrove added that he did not expect to experience any employment increase in conjunction with the building project. The division presently employs 2,200 persons in Cedar Rapids.



expansion planned

The Dexter Company of Fairfield recently announced a \$2.2 million plant expansion which they expect will add 40 foundry jobs by the end of the year. Central to the expansion

plan is the installation of a highly automated molding machine with which they hope to enter the high volume castings market. Currently, The Dexter Company employs 80 people in the foundry.



control process moves into Davenport

Control Process of Moline, Illinois, has signed a lease for 30,000 square feet in Davenport and will transfer all operations and 35 employees to the Davenport facility by October 1. In addition, the firm expects to hire an additional 10 to 20 employees. In making their decision to move into Iowa, management cited "Right-to-Work" laws and labor productivity as the key factors.

Control Process produces computerized control systems for batching and blending. Their accounts include Gallo Winery, Coca-Cola, Dannon Yogurt, Hon Industries and Westinghouse.



plant expanding

The O'Bryan Brothers lingerie plant in Leon will be expanded by 100,000 square feet. Currently, figures are unavailable as to how many new jobs will be created as a result of the expansion. Employment now totals 189 workers.



starting C.R. operation

Hamilton Avnet Company, a subsidiary of Avnet Inc. in Culver City, CA, will open a Cedar Rapids distribution center in mid-August. The center will include 6,000-square-feet of space, and carry \$750,000 worth of inventory at the start. Initial employment will be 9 people.

Hamilton Avnet is the nation's largest distributor of electronic components and computer products.

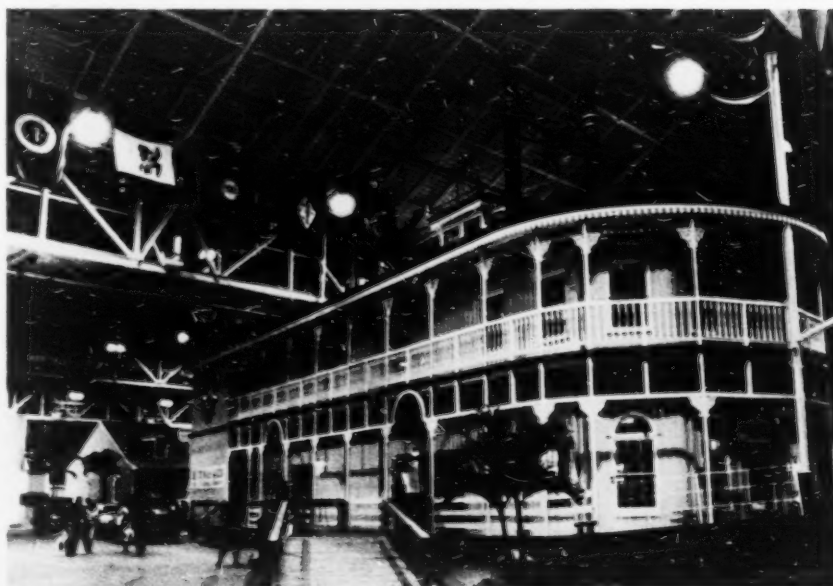
The "River Road Queen"

Even though many exhibits were in various stages of completion, the Louisiana World Exposition (LWE) opened on schedule May 12. The "bumps" and first week jitters have been smoothed out and by Memorial Day, the fair was setting attendance records, thanks in part to unusually cool weather.

One of the exhibits that was finished was the "River Road Queen," sponsored by the Great River Road Association. Unlike many exhibits at LWE, the "River Road Queen" is comfortably housed inside the Louisiana Exhibition Hall, a mammoth convention center of 352,000 square feet.

The "River Road Queen" is a replica of a Mississippi paddlewheeler from days gone by. She houses a cleverly designed series of KIOSK displays that feature each state and Canadian province bordering "Old Man" River.

Once aboard, it's those eye appealing scenes from Iowa and the other states and provinces that quickly catch your attention. Six guides, who toured the entire length



of the river in April, are there to answer questions and provide inquiring minds with some literature.

Visitors are also encouraged to see a special film on the river in the theatre onboard. The film, produced by the Freshwater Society of Minnesota, contains river scenes from all states. It's a pictorial essay

designed to remind us how important the Mississippi is to all facets of our lifestyle.

Once the Louisiana World Exposition has gone the way of its predecessors, the "River Road Queen" will live on, serving as a permanent tourist information center at Greenville, Mississippi.

Midwest travel attractive to Japanese

Dave Kjolhede, marketing manager of visitors and tourism for the IDC's marketing group, joined 29 other state representatives from the Midwest for a promotional trip to Japan. During their nine-day stay, these representatives met with tour packagers and travel agents to provide them with firsthand information for potential Japanese-sponsored tours into the Midwest.

The advent of new direct, non-stop flight service from Tokyo to Chicago has created a Midwest market for the Japanese tourism trade. And, according to the U.S. Travel and Tourist Administration, Japan has been identified as one of the top markets for travelers to the United States.

"By combining our efforts with those of Indiana, Illinois, Ohio, Wisconsin, Michigan and Minnesota," states Kjolhede, "we were able to increase the salability of all of the midwestern states in a cost effective manner."

While in Japan, representatives conducted sales calls on 12 Tokyo packagers who are responsible for approximately 85 percent of the inbound business to the United States. They also held mini-marketplace receptions for approximately 100 Tokyo travel agents and 30 members of the trade press. In addition to visiting Tokyo, the midwestern representatives met with and held a mini-marketplace reception for travel agents and packagers in the

city of Osaka.

"We found the Japanese highly interested in Iowa and the Midwest, but they lacked good information about the area," comments Kjolhede. "However, as a result of the trip, I have already had two follow-up inquiries."

Kjolhede expects a limited amount of business generated from the trip over the next 18 months, but he believes that business will pick up after that.

"The key is follow-up on our part," he states, "and we (the Great Lake States representatives) are already planning a follow-up strategy meeting."

Export success lands "E" Award for Quinn Popcorn



Governor Terry E. Branstad (left) presented the "E" Award to Kenneth Quinn (center), president of Quinn Popcorn Company, for excellence in promoting export sales. Jesse N. Durden (right), district office director of the U.S. Department of Commerce, cited Quinn Popcorn as a company that "goes out and looks for business." Along with the President's Award, Quinn was also presented with a President's "E" flag during ceremonies held at the company on July 10.

Quinn Popcorn Company of Lake View has received the President's "E" Award for excellence in exporting its product to 20 foreign countries. Governor Terry E. Branstad presented the award to Kenneth E. Quinn, president of the company, during ceremonies held July 10 on behalf of President Reagan and the secretaries of commerce and agriculture of the United States.

"We are living in a world economy and the export of 25 percent of the products produced in the United States shows that the world is our market," said Governor Branstad. He noted that by increasing exports we create more job opportunities for Iowans.

Exports by Quinn Popcorn were only 13 percent of sales in 1979. Through aggressive marketing efforts, the company now exports 60 percent of sales and has added Columbia, Italy, Spain and France as new markets.

In flying the "E" flag from its flagstaff, Quinn Popcorn joins only 47 other Iowa companies honored with the President's Export Award.

Quinn Popcorn distributes hybrid popcorn seed and popping corn and gift boxes of caramel and cheese corn throughout the United States as well as to the overseas markets.

State tourism industry to honor achievers

In a move to stimulate the aggressive development of Iowa's tourism industry, the Iowa Travel Council announced the establishment of the Iowa Tourism Industry Awards. The initial presentation of the annual awards will be held during the Iowa Tourism Conference, scheduled for October 3-4 in Des Moines.

"These awards will help us recognize those who've achieved excellence in tourism development

and promotion," said J. Glasnapp, general manager of Adventureland Park in Des Moines and the president of the Iowa Travel Council. "Plus, it will serve to encourage others to set high standards and really accomplish things."

Two special awards will honor the Iowa Tourism Person of the Year and the Iowa Tourism Attraction of the Year. Additional awards will recognize outstanding media promotion, outstanding event promotion,

outstanding tourism services and best overall resource development in two population categories.

A special award of distinction, the Friend of the Tourism Industry, will recognize the business, industry or non-profit organization providing exceptional support to the Iowa tourism development.

For more information about the Iowa Tourism Industry Awards, contact the IDC's Visitors and Tourism group at 515/281-3100.

Welcome to Knoxville — The Sprint Car Racing Capital of the World

Beginning at the end of each April and continuing through mid-October, Knoxville is transformed from a "typical" Iowa town located in the heart of the state's rich farmland into the hot spot for open wheel racing. And, for four days every August, the eyes and ears of the entire sprint car audience in North America, Australia and perhaps South Africa turn towards this town of nearly 8,200 for the news of who won the Knoxville National Sprint Car Championships.

The Nationals are, without a doubt, the premier event staged at the Knoxville Raceway. It has been said that the Nationals is the Indy 500 of sprint car racing. The prestige of winning it has lured drivers from nearly every state in the union, as well as from Australia and the Provinces of Canada.

A listing of competitors over the past thirty years would read like a Who's Who of the sprint car racing world. Some of the "Big Name" participants in recent years include Steve Kinser of Bloomington, IN; Doug Wolfgang of Sioux Falls, SD; Tim Green of Carmichael, CA; Rick Ferkel of Findlay, OH; Brad Doty of Kittanning, PA; and Sammy and Jeff Swindell of Bartlett, TN.

Drivers aren't the only ones that come from near and far to Knoxville for the Nationals. Nearly 50,000 fans from as far away as Australia and New Zealand trek to the Knoxville Raceway to view the fast-paced action as these cars fly around the one-half mile black dirt oval track, competing for the privilege of walking away with a portion of the \$142,000 purse.

On a weekly basis, the race track has drawn cars and fans from an area the size of New England. According to Ralph Capitani, promoter of the Raceway, "We average between 4,000 and 5,000 people from Iowa and the surrounding states on a regular nightly basis."

Multiply that by the spectator fee of \$5 for general admission; \$5.50 for reserved seating (children under 12 pay half price), the Raceway becomes a major economic resource for the entire Knoxville community.

"Though we have never conducted a formal economic impact study, states Charles Day, executive vice president of the Knoxville Chamber of Commerce, "restaurants, lounges, service stations, grocery stores, motels and campgrounds in the area enjoy the biggest influx of business on a weekly basis." And, during Nationals Week, it is estimated that fans will spend an average of \$250 each for the four-day event.

"Naturally, the town goes all-out during Nationals Week," states Day. "The central business district is lined with checkered flags, and several businesses and groups sponsor special activities to keep the fans entertained during the week."

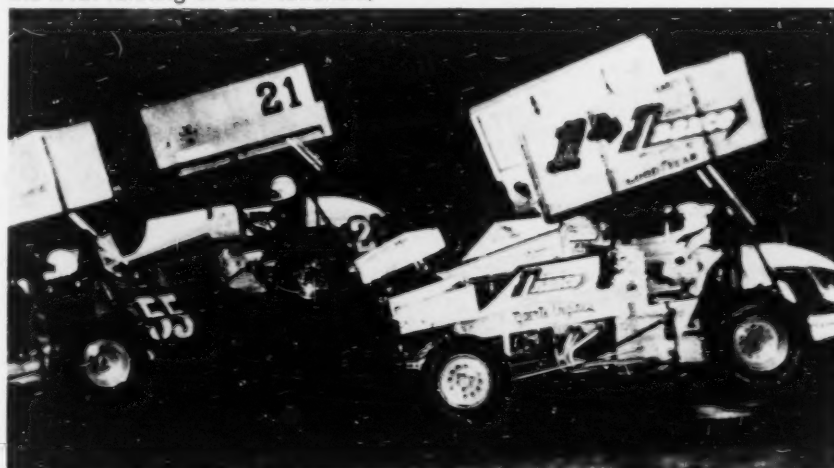
Day adds, "It's a carnival mood that prevails for the entire run of the four-day show with long-time friendships being reunited as race fans overflow the area."

This year, the Knoxville Raceway is celebrating its 30th anniversary and the 24th running of the Nationals,

held this year August 8-11. The track made its debut as a weekly racing facility on June 4, 1954 with a meager \$300 purse. This year, the purse structure has hit a cool one-half million dollars, and next year that figure will increase. According to Capitani, the purse for the 1985 Nationals has already been set at \$165,000, an increase of \$23,000 over this year's figure.

Though sprint car racing isn't as widespread or as well-known as stock or formula car racing, Capitani sees it as enduring. "The fans seem to really enjoy sprint car racing," he states. "The cars, because of the open wheel, are more maneuverable, and the fans can see the drivers easier. This allows them to feel more involved and in a way, allows them to experience the thrills and dangers of racing around the track at speeds of up to 120 miles per hour down the front straightaway."

For Knoxville, this means a long and healthy future as being internationally known for sprint car racing at its finest; for after all, it is **The Sprint Car Racing Capital of the World.**



Jeff Swindell (No. 55), Mark Shaffer (No. 21) and Sammy Swindell compete during the 30-lap feature race at the 1983 Nationals. Sammy Swindell overpowered the field of 22 cars to become the 1983 Sprint Car National Champion with a time of just over nine minutes.

Dubuque targets economic development with 5-year plan

Dubuque is pursuing future economic development under a comprehensive plan developed for the area by outside consultants at a cost of \$150,000, which was contributed by the business community.

The plan was outlined for the Iowa Development Commission and its staff at a meeting in Dubuque with representatives of the Dubuque Economic Development Steering Committee, the Dubuque Area Chamber of Commerce, and local business leaders.

"It is not enough in communities like ours to define economic development as something a staff of 2 or 3 people can do. It must be seen as part of a civic culture in which economic development transcends everything that we do in this community," said J. Bruce Meriwether, chairman of the Dubuque development group

and president of the First National Bank.

"The community is sold on the fact that we can no longer wait for some company in New York to make a decision to locate in Dubuque. We and Iowa have to take action to get economic development," said Judy McCoy, vice president of the Dubuque chamber.

It was the general feeling of business leaders present that there was a new spirit of cooperation in Dubuque providing the momentum so vitally needed for the success of their broad based plan of economic development.

"Many of us represent industry either inside or outside of Dubuque," said Paul Frommelt, president of Frommelt Industries. "We could have expanded elsewhere. We chose Dubuque and more importantly to you people, we chose Iowa. We are very proud of being associated with Iowa and we think we make Iowa go."

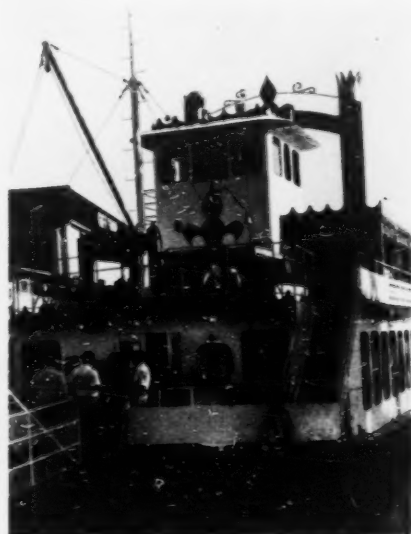
"We need some help in the area of tourism with a better road system and I think we could bring more tourists into Iowa from Illinois and

Wisconsin. We can start them here and get them traveling through the rest of the state," said Jim Houtz, president of CyCare Systems Corp.

General goals for the Dubuque area proposed by architects Welton Beckett Associates and accountants Peat, Marwick, Mitchell & Co. in their study are:

- build broad community consensus for economic development
- secure expansions of existing manufacturing firms and attract new ones
- establish Dubuque as a recognized tourist attraction
- strengthen Dubuque as a regional retail center
- increase the health care industry's share of the regional market
- increase enrollments at Dubuque's highly regarded colleges and make them part of economic development efforts
- expand the base of service industry employment
- improve transportation facilities

Jack Bailey, director of the Iowa Development Commission, assured the Dubuque group that their goals



Hosted by representatives of Dubuque industry and government, IDC commissioners boarded the "Spirit of Dubuque" at the Second Street Harbor for a Mississippi River cruise. The double-deck, paddlewheeler can carry up to 377 passengers.



Behind the large copper brewing kettle of the Dubuque Star Brewery, Richard Armitage, the principal owner of Iowa's only operating brewery, tells IDC visitors that they are close to a final formulation for a premium product.

and aspirations are very compatible with the long range strategic plans of the IDC, which are under review by Governor Branstad's Committee for Iowa's Future Growth.

Complimenting Dubuque on outstanding efforts, Bailey noted that Iowa has more communities than any other state in the nation "and not very many of them are as effectively prepared to compete in this whole area of economic development as is Dubuque."

At its monthly meeting in Dubuque, the IDC unveiled its Community Economic Preparedness Program to assist Iowa communities in efforts to market themselves for economic development.



C. W. "Bill" Hutchins



John N. Nystrom



John D. Groninga



Wayne Bennett

An expanded Iowa Development Commission



Commissioner Gerald L. Weiner examines a brass plumbing casting at the A. Y. McDonald Manufacturing Company in Dubuque. Methods Engineer Don Remakel guided one of the IDC groups touring the plant.

The last session of the Iowa General Assembly made some significant changes in the make-up of the Iowa Development Commission by providing that four legislators serve as ex-officio, nonvoting members and by specifying that the Governor appoint the chairperson and vice chairperson from opposite political parties.

The IDC's legislative members are two state senators — one appointed by the majority leader and the other appointed by the minority leader of the Iowa Senate from their respective parties — and two state representatives — one appointed by the speaker of the Iowa House and one appointed by the minority leader. They serve two year terms.

Those appointed to serve on the IDC by legislative leaders are Senator C.W. "Bill" Hutchins, democrat from Audubon; Senator John N. Nystrom, republican from Boone; Representative John D.

Groninga, democrat from Mason City; and Representative Wayne Bennett, republican from Galva. Their appointments were effective July 1.

In addition, Governor Terry E. Branstad has appointed Ronald Schechtman, a democrat of Carroll, to serve as vice chairperson. The chairperson of the IDC remains Robert Meier of Ottumwa, who is a republican.

The other voting members of the non-partisan commission are Michael V. Dunn of Bettendorf; E. Thurman Gaskill of Corwith; David B. Hinton of Des Moines; Karen P. Merrick of Guttenberg; F. Forbes Olberg of Cedar Rapids; Jack C. Pester of Des Moines; Bill Riley of Des Moines; Robert L. Thomson of Charles City; and Gerald L. Weiner of Sioux City.

Governor Branstad recently re-appointed commissioners Schechtman, Riley and Weiner to new four year terms beginning July 1.

Paris enjoys "A Taste of Iowa"



A buyer from the European economic community discusses Iowa food products with Cathy Koubek (far right), IDC marketing manager, at the IDC's booth at the Sial Show in Paris. Judith Mojon (center) served as the IDC's interpreter during the five-day event.

Thousands of food buyers from Europe and around the world visited the French capital late in June for SIAL, the largest international food exhibition in 1984.

Twelve Iowa food processors took advantage of the "Taste of Iowa - USA" booth sponsored by the IDC. Several companies sent representatives to Paris, while the rest were represented by Cathy Koubek of the IDC and Christina van der Plas of the IDC's European office. Both noted that quantity and quality of sales leads was among the best yet for an international food fair.

Iowa companies affiliated with "A

Taste of Iowa - USA" included Sioux Honey Association of Sioux City; American Protein Corporation of Lytton; IBP International/Denison Hide, Trans World Commodities and Trans World of Cedar Rapids; Ackley Food Processors, Inc./Beaver Valley Mfg. of Des Moines; Private Stock Winery, Inc. of Boone; Stock Popcorn Company, Inc. of Lake View; W&G Marketing Company, Inc. of Ames; and Metz Baking Co. of Sioux City.

Though current strength of the U.S. dollar is a disadvantage in marketing American products, Jim Powell of Sioux Honey was

enthusiastic about response to his products.

"While there are bulk quantities of unprocessed, ungraded honey available from Argentina, Chile and Mexico, Sioux offers a consistently high quality product, packaged in jars. I was so busy with potential customers that I didn't get a chance to see too much of SIAL."

Koubek of the IDC stresses that trade exhibitions like SIAL are a good way for Iowans to investigate the export market. "When initially considering international marketing, it's quite feasible to take part in a trade show like this to test the water," she noted. "Subtle cultural differences are difficult to gauge from home, but once you're at a fair with customers from all over the world, it's easy to determine whether your product will sell, or what changes are necessary to make it sell." Koubek adds that companies like IBP with an established presence in the market use trade shows to maintain market visibility.

In Europe, trade shows are the accepted way of doing business. At the SIAL show in Paris, over 63 countries were represented, while over 193,000 buyers attended.

As Jack Bailey, director of the IDC, stresses, "In five days at a major exhibit, you can make the contacts that would require a year using the conventional American method of individual calls. It's time we began to take advantage of this and make it work for Iowa business."

International Trade Exhibitions

Communications U.S.A. — Sydney, Australia, November 12-16, 1984 — major industry sectors to be featured include data communications; radio and TV products and services; ground stations; and telecom equipment. Sponsored by the U.S. Department of Commerce Export Development Office in Sydney, Australia.

Matchmakers 84 — International Marketing Center (USIMC), London, England, October 16-18, 1984 — product categories include telecommunications attachments and subscriber equipment; process controls, automation and instrumentation; computers and peripherals; laser and fiber optics. *International Culinary Art*

Exhibition/Hotel and Restaurant Trade Show — Frankfurt, West Germany, October 12-18, 1984 — product groups include industrial kitchen techniques; food and beverage; and hotel and restaurant furnishing and equipment.

For more information about these trade exhibitions, call 515/281-8515.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

April 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	127	655	Iowa City	127	1,754
Atlantic	73	225	Keokuk	43	467
Burlington	150	750	Marshalltown	154	471
Carroll	47	426	Mason City	159	563
Cedar Rapids	330	1,561	Muscatine	37	414
Centerville	29	195	Newton	99	469
Charles City	19	34	Oskaloosa	45	620
Clinton	108	673	Ottumwa	60	554
Council Bluffs	212	823	Sheldon	39	232
Creston	37	296	Shenandoah	77	421
Davenport	338	1,743	Sioux City	371	1,466
Des Moines	821	2,445	Spencer	95	383
Dubuque	233	1,362	Storm Lake	53	213
Fairfield	9	233	Waterloo	116	1,727
Fort Dodge	97	917	Webster City	25	209
Fort Madison	29	257	STATEWIDE	4,220	21,446

¹All new applicants and job openings listed with Iowa Department of Job Service

U.S. Consumer Price Index

All Urban Consumers
(1967 = 100)

April 1984 308.8
April 1983 295.5

U.S. Composite Construction Cost Index

U.S. Composite Construction Cost Index
(1977 = 100)

February 1984 160.3
February 1983 156.8

Business Data

	4/84	4/83	4 mos./84	4 mos./83
New Car Registrations	9,795	9,662	22,332	20,367
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	55.2	38.4	190.9	93.6
Savings	-18.5	41.1	99.0	456.7
Work Force (000)	1,367.6	1,367.6	1,330.9	1,342.1
Unemployment	74.6	93.7	79.4	103.7
Rate (% of work force)	5.5	6.9	6.0	7.7
Employment	1,293.0	1,273.9	1,251.5	1,238.4

Value of New Dwellings¹ (\$000)

	5/84	5/83	5 mos./84	5 mos./83
Ames	\$ 332.0	\$ 327.0	\$ 572.0	\$ 863.0
Bettendorf	1,154.7	413.5	3,600.4	2,182.6
Burlington	276.0	0	326.0	276.2
Cedar Falls	243.3	165.5	674.0	591.2
Cedar Rapids	427.8	183.5	1,679.8	727.9
Clinton	158.0	25.0	240.0	181.5
Council Bluffs	428.5	141.7	2,388.4	328.7
Davenport	939.5	649.8	3,735.5	2,743.8
Des Moines	1,887.6	774.5	3,770.1	2,662.0
Dubuque	262.8	162.2	756.2	334.6
Fort Dodge	0	0	742.7	666.3
Iowa City	4,102.7	4,373.8	10,839.1	15,502.9
Keokuk	0	48.0	216.0	197.0
Marion	130.5	0	658.0	404.0
Marshalltown	75.0	61.0	274.0	237.0
Mason City	937.5	127.0	1,490.5	393.2
Muscatine	130.5	721.1	678.0	2,766.8
Newton	0	0	91.3	0
Ottumwa	27.0	75.0	132.0	305.0
Sioux City	314.2	146.4	973.3	601.8
Urbandale	1,799.8	737.7	8,474.7	2,248.1
Waterloo	158.9	133.0	572.5	710.0
W. Des Moines	1,289.3	2,167.8	5,876.2	5,599.1
Total	\$ 15,075.6	\$ 11,433.5	\$ 48,760.7	\$ 40,522.7

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Leading States for Farm Marketing (\$ Mil.)

	Total		Crops		Livestock & Products	
	3 mos. 84	3 mos. 83	3 mos. 84	3 mos. 83	3 mos. 84	3 mos. 83
U.S.	31,409.6	35,235.4	13,707.1	17,325.5	17,702.5	17,909.9
Iowa	2,206.7	3,185.9	863.8	1,523.6	1,342.9	1,662.3
California	2,517.9	2,141.2	1,533.6	1,260.6	984.3	880.6
Texas	2,062.6	2,442.2	656.1	1,109.8	1,406.6	1,332.4
Illinois	2,038.9	2,979.3	1,484.1	2,353.7	554.8	625.5
Nebraska	1,544.6	1,994.2	356.6	923.8	1,188.0	1,070.4
Minnesota	1,314.4	1,678.8	515.0	766.7	799.4	912.1
Kansas	1,225.0	1,661.4	411.6	623.6	813.4	1,037.8
Wisconsin	1,221.8	1,225.8	238.6	245.1	983.2	980.8
Florida	1,139.9	1,407.6	891.1	1,171.8	248.8	235.8

Personal Income Quarterly Periods

Quarterly Periods		1983		1982	
		III	IV	III	IV
Personal					
Income (\$000,000)		33,027	33,777	31,191	32,243

Stock Index

	Iowa*	Dow Jones Industrial
March, 1984	211.85	1,164.89
April, 1984	204.58	1,170.75
May, 1984	194.32	1,104.85

*Robert C. Westlund, Piper, Jaffray & Hojwood, Inc. (1967 = 100)

Average Price Received by Farmers

	5/84	5/83
Corn, bu.	\$ 3.28	\$ 3.00
Soybeans, bu.	8.14	5.99
Oats, bu.	1.89	1.74
Hogs, cwt.	48.10	45.70
Beef cattle, cwt.	58.70	61.10
Calves	61.30	64.30
Milk (whls), cwt.	12.70	13.00
Sheep, cwt.	10.60	14.70
Lambs, cwt.	64.30	60.30
Eggs (market), doz.	50	45
All hay, ton baled	82.00	57.00
Turkeys, lb.	41	35

Average Price Paid by Farmers

	5/15/84	5/15/83
Beef cattle concentrated, 32-36%	\$ 13.40	\$ 13.30
Hog feed, 38-42% protein	15.30	15.50
Soybean meal, 44% protein	13.00	13.00
Dairy feed, 16% protein	205.00	195.00
Poultry feed, layer ration	200.00	200.00

Commodity Feed Price Ratios

	5/15/84	5/15/83
Hog — corn ¹	14.7	15.2
Beef cattle — corn ¹	17.9	20.4
Egg — feed ²	5.5	5.0
Milk — feed ³	1.24	1.34

¹Busheles of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.



announces employment programs that can increase business profits

Job Service of Iowa would like to inform employers, particularly small businesses, about the potential benefits of two programs: Emergency Veterans Job Training Act (EVJTA) and Targeted Jobs Tax Credit (TJTC).

EVJTA, a veterans training and placement program, reimburses employers for one-half the cost of hiring and training a Korean War or Vietnam-era veteran. The reimbursement for hiring and training a veteran cannot exceed \$10,000. The veteran must be a person who has been unemployed for 15 of the previous weeks. The job must be full time and permanent, and must involve training that is significant. An employer can hire more than one veteran-trainee.

Many companies are now increasing profits through use of the TJTC program. This is a federal

program that provides substantial benefits to both sectors of the job market: the employer gets a tax break and a worker gets a job. With each TJTC eligible employee hired, there is a tax credit of 50 percent on the first \$6,000 in wages for the employee's first year on the job. It is important to note that a formula in the TJTC law creates a range in the dollar amount of the tax credit. Also, a smaller credit is available during the employee's second year with the employer.

The details of these programs are available at any Job Service office in the state. In addition, brochures explaining these programs are available from the Public Relations Department of Job Service of Iowa, 1000 East Grand Avenue, Des Moines, Iowa 50319.

Estherville creates \$250,000 loan fund for industrial development

Demonstrating a serious desire for more jobs in their community, the Estherville City Council has created a \$250,000 revolving loan fund for new industry or expansions by existing industry within the city limits or on Estherville's airport property. Terms of the loans will be negotiated by the council.

In creating the fund, the council said an adequate number of permanent full-time jobs will have to

be created in relation to the amount of money an industry seeks to borrow from the fund.

This is the latest in a series of aggressive actions by the Estherville council in the past few years to expand the local economy. The council has also been appropriating \$10,000 a year to the operating budget of the Estherville Industrial Development Corporation.

Mind Your Own Business

This is the working title for a series of columns which has recently been offered for consideration to newspaper editors throughout Iowa.

Penning by Max Milo Mills, administrator of the Iowa Development Commission's Small Business Division, the series consists of eight informational columns covering the most frequently posed inquiries from the public to the small business group — questions ranging from how to get started to how to get involved in the export area.

In the weeks ahead, take a look through your local paper and catch Max Milo Mills' *Mind Your Own Business*.

Tax exemption expanded for new construction

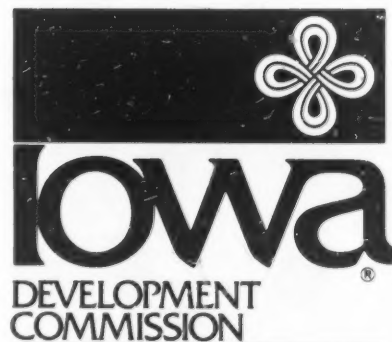
Warehousing and distribution companies are now able to receive property tax exemptions on new construction. Previously, the incentive was limited to industrial real estate. The amount of value added that is available for exemption is: Year 1 — 75%; Year 2 — 60%; Year 3 — 45%; Year 4 — 30%; and Year 5 — 15%.

Example: If a \$500,000 addition is made to a warehouse, the program could save approximately \$35,000 in taxes for a company over five years. In order to obtain the exemption, an expanding business must file an application with the city assessor's office by February 1 of the assessment year in which the value added is first assessed for taxation.

Available Buildings

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

Square Footage	Community	Former Use
10,000	Charles City	Spec Building
11,000	Dubuque	Light Industrial
11,900	Story City	Industrial
12,000	Sioux City	Spec Building
12,000	Algona	Light Industrial
12,000	Spencer	Warehouse
12,500	Cherokee	Light Industrial
14,700	DeWitt	Manufacturing
16,360	Osceola	Industrial
16,500	Adair	Industrial
20,000	Clinton	Spec Building
20,000	Maquoketa	Spec Building
20,000	Coralville	Heavy Industrial
21,000	Corning	Spec Building
21,205	Oskaloosa	Spec Building
22,280	Humboldt	Manufacturing
22,500	Red Oak	Spec Building
23,000	Waverly	Spec Building
23,800	Oelwein	Industrial
25,248	Marshalltown	Light Manufacturing
30,000	Marshalltown	Spec Building
30,000	Pleasantville	Manufacturing
31,516	Webster City	Distribution
36,000	Newton	Manufacturing
40,000	Marshalltown	Light Industrial
40,000	Creston	Spec Building
41,250	Marion	Heavy Industrial
45,486	Humboldt	Warehousing
50,463	Des Moines	Manufacturing
51,600	Cedar Rapids	Manufacturing
54,240	Comanche	Industrial
65,106	Ottumwa	Industrial
66,647	Waterloo	Industrial
77,941	Muscatine	Industrial
78,317	Fairfield	Heavy Industrial
85,000	Burlington	Heavy Manufacturing
100,000	Cedar Rapids	Light Manufacturing
121,500	Sioux City	Heavy Industrial
137,500	Centerville	Manufacturing
159,339	Mason City	Manufacturing
169,000	Red Oak	Manufacturing
176,840	Sigourney	Industrial
248,530	Waterloo	Manufacturing
273,200	Fort Dodge	Heavy Manufacturing
302,283	Davenport	Manufacturing



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Bill Riley	Des Moines
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Gerald L. Weiner	Sioux City

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A Taste of **IOWA**

River Center Exhibition Hall Davenport, Iowa September 5, 1984

"A Taste of Iowa," the food processor's showcase that premiered in Des Moines last fall, will visit Davenport's River Center Exhibition Hall on Wednesday, September 5, 1984, from 4:30 to 7:30 p.m.

Sponsored by the Iowa Development Commission, "A Taste of Iowa" brings together products from food processors all over the state, combines them into a display of mouth-watering temptation and surrounds them with booths full of all the product details and specs to make interest turn into solid sales leads. It's a dramatic, aggressive, high profile introduction to all the delicious things the state of Iowa has to offer, and its impact is practically guaranteed.

The initial "A Taste of Iowa" reception provided the 35 participating companies the opportunity to display and discuss their products with 250 retail, institutional and food service buyers and food brokers in a leisurely and informal atmosphere.

"The elegance of 'A Taste of Iowa,' " states Marty Palmer of Palmer Candy in Sioux City, "impressed our customers, which in turn has enhanced our customer relations."

Many participants at the premier show believed that "A Taste of Iowa" increased awareness and exposure for both their products and companies. According to John Wilgenbusch, sales manager of Anderson-Erickson Dairy Company of Des Moines, "The exposure was well worth the financial investment. We're real excited about the Quad Cities show. There are lots of people out in that area who haven't been exposed to our product. This is a great opportunity to get the word out."

For Speed Herrig of Cookie's Food Products in Wall Lake, the Davenport show provides an opportunity to facilitate penetration of the Eastern Iowa market he's already into via the Lucky's chain in Illinois. "These shows are a real PR bonus," said Herrig. "We're there to solidify our relationships with existing customers, as well as to meet a few new buyers."

"A Taste of Iowa" is a flexible program that creates a positive image of Iowa and develops a recognition of the food processing industry's importance to the state. As Jack Bailey, director of the IDC, states, "We have an agriculture heritage in this state that demands instant credibility. There's no reason our food processing industry can't build on that tradition to achieve dominance. With programs like 'A Taste of Iowa,' we can strengthen our leadership position in the mind of the consumer while we increase our share of the market."

For more information about the Davenport "A Taste of Iowa" show, call 515/281-8328.



9/19/84

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September 1984



Industrial Expansions



announces expansion plans

Kitchens of Sara Lee officials in New Hampton announced plans to expand production and hire 220 new employees before the end of the year.

According to Paul Bruggemeier, director and general manager, "We will be hiring approximately 100 employees now to increase our production lines. We will finish installation of a new oven in November and plan to begin a new savory croissant line in late December or early January. We will hire an additional 120 employees to operate the new production line at that time."

The new savory croissant production line — a new product which will produce meat-filled crescent-shaped rolls — is expected to increase annual production at the Sara Lee facility to an all-time high of over 6.5 million cases of frozen sweet goods and food service items.

Sara Lee Production Manager Dale Gribble said the planned expansion and implementation of a new production line will be one of the largest undertakings for the company in the 13 years Sara Lee has been in New Hampton.

"This new line will be one of the most exciting things we've done here," Gribble said. "Our new savory croissant line is going to be an innovation in the industry. Nobody else is making anything like it and the market appears to be wide open."

Warehouse space within the 360,000-square-foot plant facility will be renovated for a new oven and the new production line. Sara Lee presently has three ovens which produce frozen sweet goods and rolls.

Sara Lee's expansion is expected to increase the payroll dramatically in the next year.



moves operations to Grinnell

Farmhand, Inc. announced plans to discontinue manufacturing at its Richmond, Indiana, manufacturing facility and transfer production to its facility in Grinnell. The transfer should be completed by January 1, 1985.

Farmhand purchased the Richmond, Indiana, facility, along with the product line and other assets of Dunham Lehr, in June 1982. The factory produces front-end loaders and tillage equipment, and currently employs 111 workers.

Webster City Products Company

A Division of White Consolidated Industries, Inc.

to expand Jefferson plant

The Webster City Products Company is launching a \$12 million renovation and expansion of its Jefferson transmission plant, a plant that will double the plant's production of transmissions used in laundry equipment.

John Patrou, president of Webster City Products which is headquartered in Webster City, said plans call for gradual replacement of existing manufacturing equipment through mid-1985. According to Patrou, the new equipment will double the output of the nearly 100 workers employed by the Jefferson operation.



relocates to Cedar Falls Industrial Park

J.M. Grimstad, Inc., headquartered in Milwaukee, has accepted the \$1,000 offer of the Cedar Falls Industrial Development Association Board of Directors to locate in the city-utility owned Cedar Falls Industrial Park. The engineering sales firm, specializing in hydraulic and pneumatics, will move into a new

6,000-square-foot building and will hire four additional employees.

NASH FINCH COMPANY announces store plans

Plans for a 72,000-square-foot "superstore" in northeast Cedar Rapids were announced by the Nash Finch Company, the giant food wholesaler and retailer which currently has a distribution center in Cedar Rapids.

To be operated under the "econo-FOODS" name, the store is to be opened as soon as construction can be completed.

The announcement said the store will feature a wide variety of produce, meat, groceries, health and beauty aids and non-food items. There also will be a full-service bakery and delicatessen.

Nash Finch expects the new unit to provide about 150 new jobs.



has broken ground for new research facility

The Garst Seed Company has broken ground for a new research facility in Slater that will serve as headquarters for the company's research department.

The \$3.2 million, 40,000-square-foot facility will include administrative offices, a greenhouse, seed laboratory and maintenance and storage building.

At the facility, Garst Seed geneticists will concentrate on conventional plant breeding techniques, as well as new biochemical technology aimed at improving crop yields.

The Slater center, which should be completed sometime next winter, is expected to have an employment of over 200 when in operation.

Located in Coon Rapids, Garst Seed is currently the third largest seed company in the U.S.

Committee for Iowa's Future Growth

In July, Governor Terry Branstad named 35 Iowans to serve on the Committee for Iowa's Future Growth — a special effort to chart a course for the state's economic well-being.

The group of business, educational and civic leaders from 26 communities throughout Iowa recently met at the Iowa Development Commission to begin the task ahead of them — to analyze the economic scope of Iowa which has a direct relevance to economic development and develop strategies and recommendations for the future.

In addressing the Committee, Governor Branstad emphasized that economic development takes a team effort that goes beyond the Legislature and Governor's Office to assist, encourage and facilitate the creation of jobs and decrease outmigration of Iowa's young people due to lack of job opportunities.

"It is imperative that economic development be an all-Iowa initiative. It is not enough to have an Iowa Development Commission blueprint or even a Branstad blueprint. We ask you, the members of this Committee as an autonomous and independent bipartisan group, to build a blueprint that has received careful scrutiny and input from those directly responsible for creating jobs," said Branstad.

In charging committee members with their mission, Chairperson Gerald Kirke, chairperson of Kirke-Van Orsdel, Inc. of Des Moines, said, "We Iowans can go ahead with 'business as usual' and see each succeeding economic recession further erode our economic base. Or, we can take the needed steps to convert cyclical gains into a durable economic renaissance, with more and better jobs for our people."

During the meeting, Kirke announced the formation of task forces to look into specific areas affecting the state's economy. Task forces, their chairpersons and members are: Agriculture) Tom Dorr (chairperson), a farmer from Marcus; John Chrystal, president of Iowa



At the first meeting of the Committee for Iowa's Future Growth, Chairperson Kirke accepted IDC staff assistance, offered by Jack Bailey, director of the IDC.

Savings Bank in Coon Rapids; Dr. Lee Kolmer, dean of the college of agriculture at Iowa State University; Dean Kleckner, president of Iowa Farm Bureau in Rudd; and Robert Gleeson, president of Gleeson Construction in Sioux City — Communications) Harry Slife (chairperson), president of Black Hawk Broadcasting Company in Waterloo; Kenneth Rains, president of Atlantic and Council Bluffs Local CWA #7113 in Atlantic; Dave Norris, publisher of the *Marshalltown Times-Republican*; and Harlan Hockenberry, an attorney and second vice president of the Des Moines Chamber of Commerce — Distribution) Michael Crawford (chairperson), chancellor of Eastern Iowa Community College District in Davenport; Grace Flynn, corporate secretary of Farmers Casualty Company in West Des Moines; Judy McCoy of McCoy Goldsmiths & Jewelers in Dubuque; and Robert Stapleton, president of the Clinton Area Development Corporation — Education & Training) Dr. Pat Geadelmann (chairperson), assistant vice president of academic affairs at the University of Northern Iowa; Donald Byers, secretary and general counsel of The Maytag Company in Newton; Robert Wright, secretary/treasurer of the Iowa State Building and Construction Trade Council in Des Moines; and Arlene Steege, Pottawattamie County supervisor in Council Bluffs — Financial Services) Jack Evans (chairperson), Securities

Corporation of Iowa in Cedar Rapids; Dr. George Daly, dean of the college of business administration at the University of Iowa; Edward King, mayor of Mt. Pleasant; and John McIntee, state representative from Waterloo and president of the Iowa Homebuilders Association — Health & Medical Technology) Lt. Governor Robert Anderson (chairperson); Sister Patricia Sullivan, president of Mercy Health Center in Des Moines; C.R.S. (Si) Anderson, president and chief executive officer of Iowa Southern Utilities in Centerville; and David Steinle, president of RB, Inc. (KBUR/KGRS radio) and president of the Burlington Area Development Corporation — Manufacturing) James Churchill (chairperson), president of Avionics Rockwell-Collins in Cedar Rapids; Dick White, plant manager/ Ankeny works for Deere and Company in Des Moines; Henry Meyer, president of Amana Refrigeration; Tom Jolas, president of Mason City Development Association; and Terri Schroeder, city manager for Iowa Falls — Transportation) James Wengert (chairperson), president of the Iowa Federation of Labor (AFL-CIO) in Des Moines; Virgil Umthun, president of Umthun Trucking in Eagle Grove; Frank Magid, president of Frank Magid & Associates in Marion; and Doris Hansen, owner of Doris Hansen Accounting in Sioux City.

The next general meeting of the Committee on Iowa's Future Growth is scheduled for September 24.

Wanted: Super Sales Citizens

Think selling Iowa to a born and bred Chicagoan is easy? Just try it. Response varies from a rare warm-and-friendly to a far more natural we're-not-interested. That was the lesson learned on the IDC's "Sell Iowa" trip in mid-July.

Local economic development professionals joined Governor Terry Branstad and a group of IDC staffers in calling on those Chicago firms with existing Iowa plants and those we feel should have an Iowa plant in their future. Those with facilities in our fair state were most welcoming and appreciative of our attention. But only stubborn Iowa resolve kept the team from utter discouragement at the response of the vast majority.

But hey! Who said selling Iowa was gonna be easy, huh? Especially to a Chicagoan. **We** know Iowa is wonderful — we just have to convince the rest of the world.

Though we Iowans have a reputation for informal salesmanship on our travels nationwide and abroad, every one of us suffers just a bit of modesty, which translates into self-consciousness when

challenged. Luckily, the things that mean the most to big (and small) business have nothing to do with the things we're most often teased about. The prime consideration to business people is profitability, and that we have. It does an Iowan good to get out there and tout the reasons Iowa makes good business sense.

Among the headlines is productivity. Talk to national firms about their Iowa operations and one message comes through loud and clear: the productivity of their Iowa plant outperforms their other plants. That's no surprise to us Iowans. The old-fashioned work ethic was practically born here. We like to think of sloth as extinct within our

Another strong selling point is Iowa's unique jobs training program. All states have access to federal programs, but only in Iowa can plant managers save thousands of dollars in training costs by applying taxes paid on property and equipment to job training, and still hand pick their employees.

Ever hear of Iowa's single-factor income tax? That means that a company pays taxes only on those sales negotiated with Iowa companies. That saves lots of tax dollars, and surprisingly not all states offer this advantage.

When you're selling Iowa, don't forget about our quality of life. We tend to take it for granted. But all

you have to do is live in a congested metropolis for a few years, or suffer through a poor public education, or breathe unbreathable air to appreciate what Iowa has to offer. The "natural" pressures we complain about most vocally (extremes in temperature for example) pale in comparison. We just complain about the weather because it's . . . well, it's traditional. After all, our heritage is agricultural.

Getting back to business, many corporations are impressed that Iowa is a "right to work" state. Iowans don't like anyone telling them they have to join a union, and it turns out lots of non-Iowans feel the same way.

Think you could sell Iowa in Milwaukee? or New York? or Singapore? The best people to do the job are those who really appreciate what we have to offer. And those people aren't limited to the staff of the Iowa Development Commission, or local economic development professionals, or governors. The more Iowans selling Iowa, the better off we'll be. Go ahead and brag a little . . . to your family, to your neighbors, to visitors and tourists. The first step in selling is believing in your product. Those of us who love Iowa can do it best.

\$1.7 million awarded for community development

The Iowa Community Development Loan Program (ICDL) has recently awarded \$1.7 million in interest-free loans to seven communities for construction and improvement of public works and facilities needed to support businesses and industries. These loans of up to \$250,000 will be paid back to the state over a seven to fifteen year period.

The seven communities — Creston, Dubuque, Eddyville, Guttenberg, Northwood, New Hampton and Osceola — were

selected from among 23 cities that applied for funding under the program. The selection was made on a competitive basis that took into account job creation or retention, unemployment rates, the relative need for public assistance and a variety of other factors. It is estimated that over 1,100 jobs will be created or retained by the funding of these projects.

For one community, Guttenberg, the \$250,000 loan will be used to support the development of a new industry. According to Karen Merrick,

mayor of Guttenberg and an IDC commissioner. "These funds are the shot in the arm we needed to lure a new industry to Guttenberg. We were competing with Wisconsin which also offered public assistance and we have won."

Dr. Edward J. Stanek, director of the Office for Planning and Programming (administrators of the program), characterizes ICDL as "a partnership between the state, cities and businesses to pull together in stimulating our economy. Not only do these funds come back to the state to create more jobs in future years, but the increased payroll and taxes received make this an attractive program for everyone."

Balloon Championship inflates Indianola economy

The Balloonist's Prayer

*The winds have welcomed you with softness,
The sun has blessed you with its warm hands.
You have flown so high,
And so well,
That God has laughed with you,
And set you gently back into the arms of Mother Earth.*

For 10-days at the beginning of each August, the skies above Indianola come to life as hundreds of hot air balloons gracefully rise and float through the air during the U.S. National Hot Air Balloon Championship. Beginning in 1971 with fewer than a dozen participants, the Nationals now annually attract over 200 balloonists and 250,000 spectators to the Indianola area.

According to Alan Vandehaar, executive vice president of the Indianola Chamber of Commerce, "The presence of the Nationals affects our community in at least two general areas — social/cultural and economic."

A formal economic impact study has not, at this time, been conducted. However, a study compiled by Everhart & Associates for the National Balloon Museum, and utilizing IDC data, suggests that the direct economic impact is in excess of \$5 million for the Indianola/Des Moines area during the 10-day event.

"Some local merchants," states Vandehaar, "particularly those in the restaurant, service station and balloon paraphernalia businesses, indicate that the influx of dollars is comparable to the Christmas shopping season."

The first U.S. National Hot Air Balloon championship was held in 1970 at the Iowa State Fair, with Indianola hosting the preliminaries. The next year, the Championship was moved to Indianola and in 1978,

Indianola became the permanent site of the annual races.

The vast majority of residents in Indianola and Warren County, who are very proud to host this widely-known, family-oriented event, have provided the many hours of volunteer labor needed to make the races an annual success. Since the '70s, ballooning has become a way of life for Indianola residents and as Vandehaar states, "Many long-term friendships have been established because of balloons. A substantial number of pilots stay as guests of local residents each summer."

History of ballooning

The first hot air balloon flight was recorded in Paris 200-years ago on November 21, 1783. For the next 180 years, gas balloons were used in science, war, commerce and sport.

With the development of lightweight synthetic fabrics and onboard propane-fueled heater systems in the '60s, hot air ballooning experienced a dramatic revival. Today, it has become one of the most rapidly growing sports in the nation.

As the sport grew, and enthusiasts developed competitive events to test their skills, the Balloon Federation of America (BFA) was founded to advance the sport of ballooning and to promote ties between aeronauts in the United States and the rest of the world.

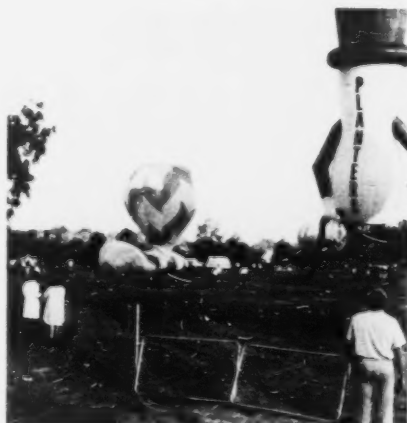
The long history of ballooning is exhibited in the National Balloon Museum, currently located at the "Old House" in Indianola. However, plans and fund-raising efforts are currently underway for the construction of a new facility. In addition to museum display and storage, the new building will provide office space for National Balloon Championship, Ltd., a non-profit volunteer organization formed in 1973 by interested Indianola

citizens; workroom and meeting room areas; food handling facilities; and audio-visual and film viewing areas.

"The completion of the new structure," states Vandehaar, "will further enhance Indianola's reputation as the "Hot Air Balloon Capital of the World." In addition, the new facility will provide us with the needed space to highlight the innovations over 200 years. I think it will become a year-round attraction for both the residents of Iowa and other travelers through our state."

Balloon watching

Even with the huge crowds that come to Indianola throughout the 10-day event, scheduled next year for August 2-11, there is an air of serenity as the balloons float gently into the air. There is no admission charge and no need to fight the crowds since spectators can view these graceful giants of the sky from anywhere in or around the Indianola area. However, those spectators that do let their curiosity get the better of them and slip down to the balloon field get to enjoy the spectacle of watching these colorful bags of hot air carry their pilots high into the sky, while enjoying the friendly atmosphere provided by the residents of Indianola.



Fair-Play tallys 50 years



Elmer E. Foster (above, founder of Fair-Play Scoreboards, built the first scoreboards in the basement and attic of his home. Many of these boards are still being used today.

Today, Fair-Play is still a family-owned business, with J. Y. (Jack) Foster (right), the eldest son of E. E. Foster, serving as president. In addition, Robert P. Foster, Jack's brother, serves as vice president; Alan S. Foster, Jack's son, serves as purchasing director; and Michelle Foster, Jack's daughter, serves as marketing director.



Fifty years ago, Elmer E. Foster, the high school superintendent and physics instructor in Dallas Center, was officiating a tense basketball game between Dallas Center and Adel. With Dallas Center ahead by two, Adel shot and made a basket at the gun to apparently tie the game. However, one of the two timekeepers for the game claimed the ball had been shot after time ran out, the other disagreed. After having to resolve the dispute in Adel's favor, a determined Elmer Foster went home and devised an electric wall clock showing the time left to play and automatically sounding a horn when time had expired.

This scoreboard was installed in

the Dallas Center High School gym and generated the interest of visiting teams. That summer, Foster began making additional scoreboards in the attic and basement of his home, but demand for his product increased to the point that in 1938, Foster resigned from teaching and Fair-Play Scoreboards became a full-time operation.

Today, Fair-Play — one of three major competitors in the field — has sold over 85,000 scoreboards within the United States and abroad, which represents about half of the total sold. On an annual basis, Fair-Play manufactures and ships between 3,000 and 4,000 scoreboards, with the majority of these being basketball, baseball and football

scoreboards. And, current statistics indicate that production for the football season is going to be substantially higher than last year's.

According to Michell Foster, marketing director specializing in international marketing and the granddaughter of the founder, "Our business is divided into two primary categories — catalogue sales and custom sales. The catalogue sales include scoreboards which are direct descendants of the first boards my grandfather built in his garage. These are our bread and butter sales which we encourage with strong advertising and public relations support."

"Our custom sales are to larger clients and organizations whose scoreboard needs are more sophisticated. A good example of this is our recent installation in the Liberty Bowl. We developed a totally new product for them — one that incorporates computer-generated graphics, fiber optic data transmission and brilliant color. We were able, in custom sales, to respond precisely to our customers' wishes."

In the last ten years, with ever-shrinking school budgets and high interest rates, Fair-Play's traditional market began declining. "To respond to this," states Foster, "we have



Computer-generated graphics have taken the scoreboard from a record-keeping function to a source of entertainment for fans during sports activities.

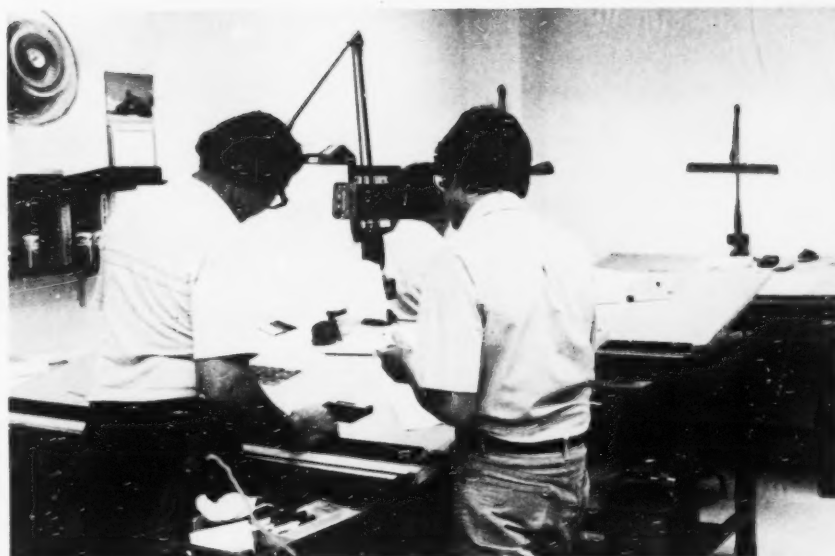
repositioned our product in the marketplace. An ever-increasing number of our boards are being sold as an advertising medium for national soft drink and beer bottlers, as well as by local businesses." In fact, advertising-sponsored scoreboard sales at Fair-Play have tripled since 1982.

For advertisers whose products are highly targeted towards sports conscious consumers, scoreboards have proven to be a cost-effective, medium. The boards are highly visible during sports activities, and research has shown that fans see a scoreboard greater than 150 times per game while viewing the score, time remaining and player statistics. In addition to the reach and frequency, advertisers who donate scoreboards create a significant amount of goodwill among the sports world and among sports fans. For these reasons, advertiser-sponsored boards currently account for between 33 and 40 percent of Fair-Play's annual dollar value sales. Five years ago, this number was fairly constant at 20 percent, while ten years ago it was at a ten percent level.

"We see this trend continuing," states Foster. "Critical to the success of these efforts is the relaxation of rules which currently prohibit advertising in school, college and university owned sports facilities. Without this, sponsored scoreboards will be found primarily in professional arenas."

Other primary trends in the scoreboard industry today are color instant replay and animation. States Foster, "Providing message centers capable of showing animation and graphics will be an increasingly large segment of Fair-Play's business throughout the foreseeable future."

Currently, Fair-Play Scoreboard occupies a 75,000-square-foot building in Des Moines, and recently had to lease an additional 10,000-square-foot of warehouse space to handle new storage requirements



Specializing in outdoor signage, Fair-Play's engineering department (above) designs each custom board to meet customer's needs. In addition, they have designed a more energy efficient, low maintenance board, using LED lights.

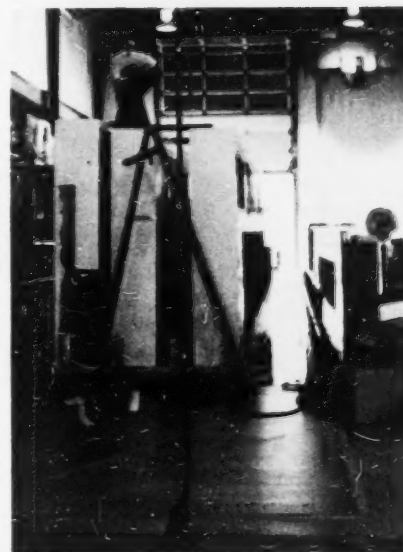
Before each board is shipped to its final destination (below), each energy pack is tested (right).

A typical agreement between Fair-Play, a ball club and an advertiser provides that the advertiser buys a scoreboard from Fair-Play; Fair-Play then installs and maintains it; and at the end of ten years (or less), the scoreboard becomes the property of the club.



created by increased sales. In addition, due to accelerated sales activity, Fair-Play has increased its permanent employment by 25 percent.

"The repositioning of our product has demanded that we become simultaneously more innovative and efficient," states Foster, "It will allow the company to maintain and enhance the position and reputation developed in the past fifty years in this field, and we look toward a more productive future as specialists in manufacturing large scale incandescent displays."



Governor's Mission to Asia scheduled

Governor Terry E. Branstad will lead a 15-day trade mission to Asia, beginning September 22. The Governor and trade mission participants will make calls for new export sales on companies located in Hong Kong, People's Republic of China, Tokyo and Kofu, Japan. While in Hong Kong, the Governor will officially open the Iowa Asian Trade Office, co-located with the Ertl (H.K.) Company in the World Shipping Center at Harbour City in Kowloon.

In addition to establishing trade contacts, the Governor will be renewing the sister state relationships with officials in both the Hebei Province in the People's Republic of China and in the Yamanashi-ken Prefecture in Japan.

For more information about the trade mission, contact the International Trade section of the IDC's Marketing Group at 515/281-3138.

International business leads Call 515/281-3581 for more information.

Ultrasonics — A German firm is looking for a partner with a strong marketing department, or an interest in establishing one, for the distribution of its ultrasonic cleaning, welding and drilling machines. The cooperation would evolve into manufacture of the ultrasonic machinery under license. (G123-0336L)

Packaging — A French engineering company that specializes in designing and developing machinery for the packaging industry is seeking to license the manufacturing rights for both the machinery and the plastic-packaging products developed and patented by the firm. The products line consists of thermo-forming and thermo-sealing machines used extensively in pharmaceuticals, food processing and home appliances. Also available for licensing is a newly-developed, highly-effective ice-cube tray for intensive use. (F23-2730L)

Relays — A German manufacturer of electronic relays and controls is seeking a U.S. distributor for its products. Cooperation would eventually evolve into a joint venture to manufacture the products directly in the United States. The German firm was established in 1961 and employs about 100 workers. (G53-4236J)

Packing material — A Spanish company is interested in pursuing a

joint venture or licensing agreement with a U.S. firm. The Spanish company is a manufacturer of laminated flexible packing material used extensively in meat packing, as well as in the medical field.

(E74-3030JL)

Automotive parts — A French forging company is looking for a joint venture or financial participation with a similar U.S. company. The French company produces hot and cold forged parts for the automotive market with highly automated processes. The company employs 800 people and lists sales of over \$100 million. (F74-3134JA)

Locking system — A French company is seeking to entertain a licensing agreement or a joint venture with a U.S. firm. The French firm is offering the patented technology of their integral peripheral locking system for closures. The system, while unique and simple, is highly effective in preventing break-ins. (F74-3234JL)

Highway maintenance equipment — A French firm is seeking a joint venture partner who could distribute and manufacture products for highway maintenance, including any level mowing and brush-cutting tasks. All equipment works by flailing methods. The French company presently employs 150 people. (F74-3335J)

International Trade Exhibitions

Made in U.S.A. Fair —

International Exhibition Hall, Nagoya, Japan, March 11-14, 1985 — featured product categories are medical equipment and supplies; computer-assisted design/manufacturing; and biotechnology. Sponsored by Japan External Trade Organization (JETRO).

Food & Drink Exhibition 85 —

London Olympia, London, England, February 25-March 1, 1985 — food and drink industry's premier exhibition in Britain.

"ProPakAsia" — The International Food Processing & Packaging Technology Exhibition & Conference for South East Asia, Singapore, April 15-18, 1985 — detailed marketing prospects for the Food Processing and Packaging Industries in ASEAN is available on request.

"Mineria '85" — United States Trade Center, Liverpool, Mexico, February 12-15, 1985 — exhibition of mining machinery and equipment. Interested companies can contact Charles B. Crowley, project manager, U.S. Trade Center, Box 3087, Laredo, TX 78044; or call 905/591-0155.

Saudi Food Processing & Packaging 85 — Riyadh Exhibition Center, Saudi Arabia, February 10-14, 1985 — exhibits will include slaughtering and meat processing technology; milk and dairy processing; biotechnology; commodities; and packaging machinery and materials.

For more information about these trade exhibitions, call 515/281-8515.

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

May, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	117	686	Iowa City	239	1,571
Atlantic	118	230	Keokuk	56	393
Burlington	215	1,507	Marshalltown	169	603
Carroll	79	409	Mason City	275	697
Cedar Rapids	170	1,838	Muscatine	39	410
Centerville	44	201	Newton	107	517
Charles City	28	90	Oskaloosa	82	391
Clinton	156	793	Ottumwa	96	655
Council Bluffs	225	997	Sheldon	116	221
Creston	38	326	Shenandoah	102	527
Davenport	326	2,146	Sioux City	301	1,714
Des Moines	890	2,777	Spencer	74	401
Dubuque	250	1,434	Storm Lake	82	285
Fairfield	50	248	Waterloo	296	2,193
Fort Dodge	246	958	Webster City	32	245
Fort Madison	77	373	Statewide	5,185	24,571

¹All new applicants and job openings listed with Iowa Department of Job Service

Farm Retail Price Spreads

	May 1984	May 1983
Beef, Choice:		
Retail price (cts./lb.)	241.9	246.7
Net carcass value (cts.)	146.9	155.9
Net farm value (cts.)	137.8	147.8
Farm-retail spread (cts.)	104.1	98.9
Pork:		
Retail price (cts./lb.)	158.6	171.1
Wholesale Value (cts.)	110.6	106.0
Net farm value (cts.)	75.6	75.2
Farm-retail spread (cts.)	83.0	95.9
Dairy Products:		
Retail cost (1967 = 100)	251.0	250.3
Farm value (1967 = 100)	253.8	258.9
Farm-retail spread (1967 = 100)	248.5	241.4
Eggs:		
Retail cost (1967 = 100)	218.9	181.8
Farm value (1967 = 100)	223.3	196.9
Farm-retail spread (1967 = 100)	212.4	159.9

U.S. Consumer Price Index

	May 1984	May 1983
All Urban Consumers (1967 = 100)	303.5	297.1

U.S. Composite Construction Cost Index

	April 1984	April 1983
U.S. Composite Construction Cost Index (1977 = 100)	161.9	156.8

Business Data

	5/84	5/83	5 mos./84	5 mos./83
New Car Registrations	8,295	7,058	39,046	36,047
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	62.3	43.6	253.2	137.3
Savings	2.6	36.1	101.6	492.8
Work Force (000)	1,385.2	1,389.6	1,341.7	1,351.6
Unemployment	64.7	86.5	76.4	100.2
Rate (% of work force)	4.7	6.2	5.7	7.4
Employment	1,320.6	1,303.0	1,265.3	1,251.3

Value of New Dwellings¹ (\$000)

	6/84	6/83	6 mos./84	6 mos./83
Ames	\$ 433.0	\$ 499.0	\$ 1,005.0	\$ 1,362.0
Bettendorf	1,019.9	714.0	4,620.3	2,896.6
Burlington	550.0	434.5	876.0	710.7
Cedar Falls	534.1	233.1	1,208.1	824.3
Cedar Rapids	428.4	162.5	2,108.2	890.4
Clinton	40.0	190.0	280.0	371.5
Council Bluffs	1,450.1	742.7	3,838.5	1,071.4
Davenport	710.7	906.2	4,446.2	3,650.0
Des Moines	16,674.8	457.9	20,444.9	3,119.9
Dubuque	124.3	86.1	880.5	420.7
Fort Dodge	115.0	0	857.7	666.3
Iowa City	2,060.2	3,873.0	12,899.3	19,375.9
Keokuk	155.0	0	371.0	197.0
Marion	186.6	32.4	844.6	436.4
Marshalltown	98.0	0	372.0	237.0
Mason City	308.3	665.0	1,798.8	1,058.2
Muscatine	232.0	141.8	910.0	2,908.6
Newton	74.0	0	165.3	0
Ottumwa	57.0	140.0	189.0	445.0
Sioux City	248.6	145.7	1,221.9	747.5
Urbandale	1,080.7	616.3	9,555.4	2,864.4
Waterloo	209.0	520.5	781.5	1,230.5
W Des Moines	1,247.5	1,734.9	7,123.7	7,334.0
Total	\$ 28,037.2	\$ 12,295.6	\$ 76,797.9	\$ 52,818.3

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Personal Income Quarterly Periods

	1984	1983
Personal Income (\$000,000)	36,566	30,722

Stock Index

	Iowa*	Dow Jones Industrial
April, 1984	204.58	1,170.75
May, 1984	194.32	1,104.85
June, 1984	197.80	1,132.40

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	6/84	5/84	6/83
Corn, bu.	\$ 3.30	\$ 3.28	\$ 2.96
Soybeans, bu.	7.61	8.08	5.81
Oats, bu.	1.95	2.07	1.61
Hogs, cwt.	48.30	47.30	43.60
Beef cattle, cwt.	55.80	56.80	61.10
Calves	56.30	58.40	64.20
Milk (whls), cwt.	12.50	12.70	12.80
Sheep, cwt.	13.10	12.40	13.60
Lambs, cwt.	60.50	62.00	53.60
Eggs (market), doz.	.44	.50	.44
All hay, ton baled	76.00	82.00	55.00
Turkeys, lb.	.41	.41	.37

Average Price Paid by Farmers

	6/15/84	6/15/83
Beef cattle concentrated, 32-36%	\$ 13.40	\$ 13.10
Hog feed, 38-42% protein	14.80	15.40
Soybean meal, 44% protein	12.00	12.50
Dairy feed, 16% protein	193.00	195.00
Poultry feed, layer ration	210.00	190.00

Commodity Feed Price Ratios

	6/15/84	6/15/83
Hog — corn ¹	14.6	14.7
Beef cattle — corn ¹	16.9	20.6
Egg — feed ²	4.8	5.0
Milk — feed ³	1.30	1.31

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

IPDC receives first royalty check

The Iowa Product Development Corporation (IPDC) received its first royalty check from Mach III of Mason City. The manufacturer of "Lightwave," retro-reflective consumer items, is estimating first year sales of over \$2 million.

IPDC was enacted in 1983 by the Legislature to assist companies with new products and a need for risk capital. First year activity shows strong potential. As of June 30, IPDC has approved investment in or letters of intent to four projects, committing \$610,000 of the \$4.48 million necessary to launch the new products. First year employment from these projects is estimated at 95 new jobs. IPDC's first investment, made last December, is currently 20 percent ahead of its employment estimate.



Doug Getter (left), group manager of research for the IDC, accepts the first royalty check of \$548.65 for the Iowa Product Development Corporation from George Sammis (right), president of Mach III of Mason City.

State bid forms simplified

The state of Iowa buys about \$200 million dollars worth of goods and services yearly. Many small businesses already participate in state contracts, either as prime or sub-contractors. Now, with the development of a standard Bidders Application form, Iowa small businesses will find it easier to enter the state's buying process.

The Department of General Services, Department of Transportation and Board of Regents — the principal state purchasing agencies — together with the Small Business Division of the IDC, have

adopted a standardized bidder's listing form. According to Max Milo Mills, administrator of the Small Business Division, this new application form will enable many new suppliers to participate in bidding on state contracts and will identify them as small business bidders.

The new forms are available from the Iowa Development Commission, and bidders can use the toll-free "Call One" number — 800/532-1216 — to request them. Bidders can fill out the forms and then file them with one or more of the purchasing

agencies in order to be placed on the bidders list.

As contracts come up, the bidders will be provided with specifications of the proposed purchase and invited to submit bids. Not all suppliers will be solicited for all purchases. In cases where the invitations are limited, the bidders will be rotated.

In making the announcement, Governor Terry Branstad said that involving more small businesses in bidding for state purchases may help the state save money and help small businesses create jobs.

Olsen named manager of food production & processing

Mervyl Olsen has been appointed manager of the food production and processing section of the IDC's Marketing Group, replacing Lynette Broders who resigned to attend law school. In addition, Olsen will continue to serve as acting manager for the services and distribution section of the Marketing Group.

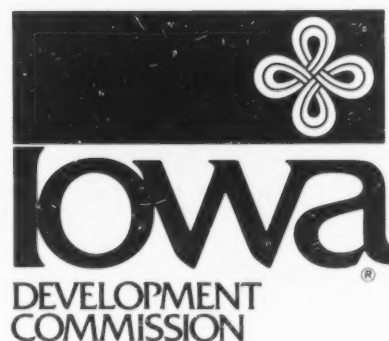
Olsen joined the IDC after a distinguishing 21-year history as an owner/operator of a small business in Cherokee. He was also director of the Cherokee Industrial Development Corporation for three years, and served as Cherokee's airport commissioner and a member of the city council.

A graduate of the National School of Aeronautics in Kansas City, MO; the Curtiss Wright Engineering School in Buffalo, NY; and the Army/Air Force Flight Engineers School in St. Joseph, MO, he served three years in the Air Force.

Available Buildings

This is not a complete list of all buildings available in Iowa. For further information, please call 515-281-3251.

Square Footage	Community	Former Use
10,000	Charles City	Spec Building
10,814	Anita	Commercial
11,760	Manson	Industrial
12,000	Sioux City	Spec Building
12,152	Des Moines	Manufacturing
13,500	Britt	Commercial
13,500	New Hampton	Industrial
15,200	Brooklyn	Manufacturing
16,500	Adair	Industrial
20,000	Clinton	Spec Building
20,000	Coralville	Heavy Industrial
20,000	Maquoketa	Spec Building
21,000	Corning	Spec Building
21,205	Oskaloosa	Spec Building
21,379	Waterloo	Commercial
22,500	Red Oak	Spec Building
23,000	Waverly	Spec Building
23,800	Oelwein	Industrial
25,248	Marshalltown	Light Manufacturing
30,000	Marshalltown	Spec Building
30,000	Newton	Manufacturing
31,516	Webster City	Distribution
32,580	Sioux City	Light Manufacturing
37,500	Spencer	Manufacturing
40,000	Creston	Spec Building
42,300	Jefferson	Light Industrial
45,486	Humboldt	Warehousing
49,474	Albia	Manufacturing
51,600	Cedar Rapids	Manufacturing
54,240	Camanche	Industrial
65,106	Ottumwa	Industrial
66,647	Waterloo	Industrial
72,000	Davenport	Light Industrial
78,317	Fairfield	Heavy Industrial
85,000	Burlington	Heavy Manufacturing
120,500	Boone	Manufacturing
121,500	Sioux City	Heavy Industrial
137,500	Centerville	Manufacturing
159,339	Mason City	Manufacturing
169,000	Red Oak	Manufacturing
202,300	Sigourney	Manufacturing
248,530	Waterloo	Manufacturing
285,000	Maquoketa	Industrial
416,623	Ottumwa	Heavy Manufacturing



IDC DIGEST Sept. 1984 Vol. XIII-No. 8

IDC Commissioners

Robert H. Meier, chrm.	Ottumwa
E. Thurman Gaskill, v. chrm.	Corwith
Michael Dunn	Bettendorf
David B. Hinton	Des Moines
Karen Merrick	Guttenberg
F. Forbes Olberg	Cedar Rapids
Jack C. Pester	Des Moines
Bill Riley	Des Moines
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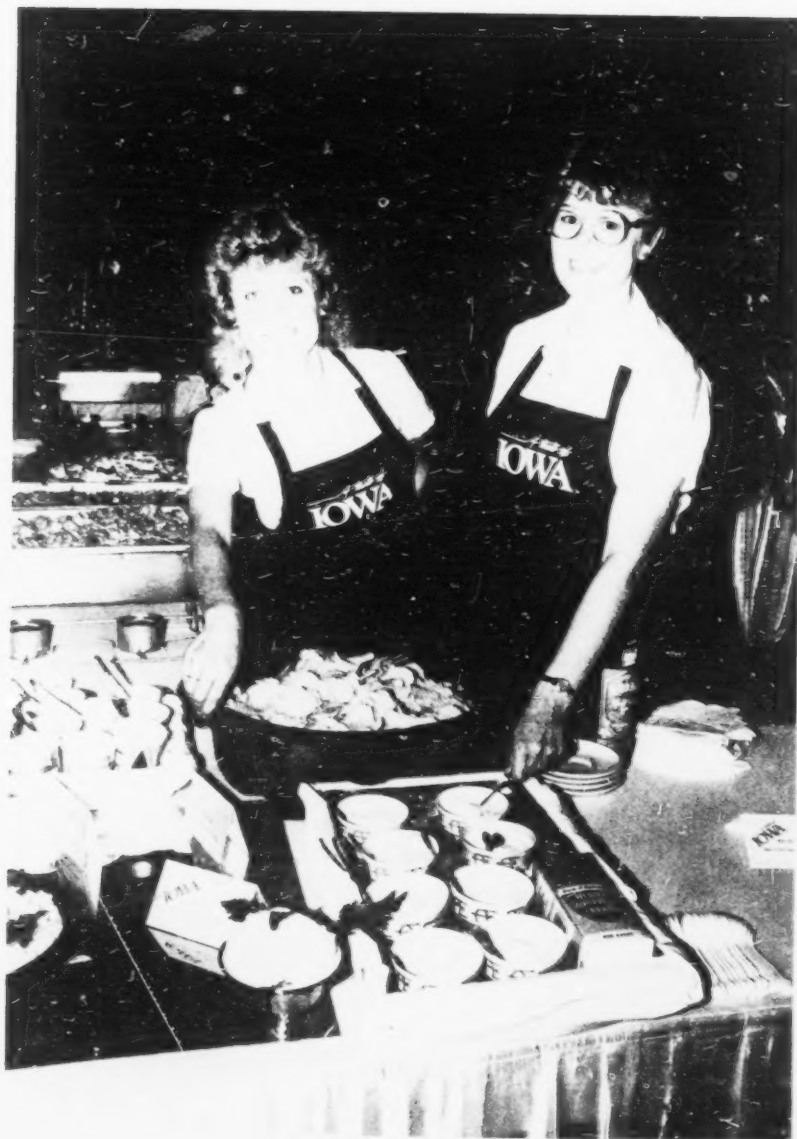
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October 1984





announces Iowa expansion

Electronic Realty Associates will add 24 new ERA member-brokers in Iowa and a regional headquarters in West Des Moines in the next year. The company hopes to handle 25 percent of the real estate transactions in Iowa and to test the farm and land real estate market.

According to Paul Kaus, vice president of sales and marketing at ERA's corporate offices in Kansas City, "We've chosen Iowa as a showplace market because of its demographics and its location."

"Iowa has a good economic base and good industry growth with companies like Greyhound moving in and other expansion plans of Iowa-based corporations," Kaus added. "It's prudent to expand our market share."

ERA Mid-America Services Inc., the new master franchise holder for ERA Real Estate in central and eastern Iowa and part of Illinois and Missouri, has opened new headquarters in West Des Moines. The company will be contacting potential franchised brokers in Iowa in the next five to six weeks.

There are currently 20 ERA brokers in Iowa. With the expansion, the Iowa offices will represent about 3 percent of ERA's 3,000 offices in the United States and abroad.



ALL-STATES QUALITY FOODS, INC.

launches new venture

All-States Quality Foods, Inc. will begin operations in a 12,000-square-foot former pizza factory in Charles City. The announcement was, according to the Charles City paper, "heralded as a much needed boost to the area, which has seen unemployment figures in double-digits for some time."

The company, headed by two former executives of Tony Downs Foods of Minnesota, will process poultry and red meats for wholesale distribution which will be USDA-approved for interstate sales.

People hired for jobs at the new plant will be screened and trained through various government-backed programs by North Iowa Area Community College in Mason City. Almost all of the 75 to 100 employees will be hired locally.

David King and Michael Walter, the owners of the new business, said they picked Charles City for three main reasons. "The facility is almost perfect. The labor force is excellent. And, it is a beautiful community."



moving to Guttenberg

Products Unlimited, Corp. of Sterling, Illinois, has announced plans to establish a branch plant in Guttenberg to manufacture heating and air conditioning controls and transformers. The company will hire 75 to 150 people in a new 18,000-square-foot facility to specifically make the blower assemblies for the Lennox Pulse furnaces. A critical factor in the location decision was the receipt of a \$250,000 Iowa Community Development Loan.



joins Products Unlimited in move to Guttenberg

P & P Tool Company, a supplier for Products Unlimited out of Morrison, Illinois, will initially lease 3,000-square-feet of Products Unlimited's new building, employing approximately 10 people. The manufacturer of injection molding anticipates moving into its own 10,000-square-foot facility as business increases.



THE BANKERS LIFE

breaks ground for \$42 million building

Ground was broken for a new \$42 million, 11-story office building in downtown Des Moines by The Bankers Life. The 420,000-square-foot addition to the insurance firm's home office complex is expected to be completed by the spring of 1986 and will house about 2,000 employees — 1,500 of whom will be newly hired, according to Bankers Life President James Taylor.

Bankers Life currently employs 3,300 persons in Des Moines, and the company anticipates an additional 3,000 employees will be needed by the 1990s because of increased sales of its individual and group insurance, annuities and pension fund administration services. The company has plans for a second phase for the new building that could total as much as 200,000-square-feet if the employment projections prove accurate.



expands Marion operation

Distinctive Packaging/Assemblers, headquartered in West Des Moines, announced plans to expand their Marion operation with the construction of a new 40,000-square-foot building in an industrial area of Marion. The current 30,000-square-foot facility will continue to house Distinctive Packaging, with Assemblers moving into the new building.

With the expansion, Assemblers, which currently employs 60 people, will add 40 new jobs, and according to Dave Canfield, vice president of the firm, Assemblers could add another 25 to 50 more people when they add another 50,000 to 60,000-square-feet to the new building.

Unique plan lures industry to Independence

Independence, a Northeast Iowa community of nearly 6,400, felt the effects when 14-months ago its major employer, Cudahy Specialty Foods/General Host, closed its plant, putting 105 employees out of work. When it became evident that the plant was not reopening, about 25 people, most of them laid-off Cudahy workers, decided to form a self-help organization called The Opportunity Group (TOG).

TOG, which has evolved into a multifaceted volunteer agency to assist unemployed workers, joined forces with the Independence Industrial Development Corporation, and with the cooperation of local banks, devised a unique plan to reopen the plant. TOG members agreed to take out individual loans of up to \$3,000 to create an investment pool to use as an incentive to lure new owners.

With this in-hand, Tom Martin, president of the Development Corporation, began a search for a company with the management and marketing skills to set up a new corporation. And, he didn't have to search too far. Louis Sanboeuf of Independence and Paradise Valley, Arizona, who formerly owned the Independence plant and who owns meat packing companies in West Union and Vinton, became intrigued with the concept of employee ownership. After discussing the idea with his wife, Sanboeuf decided to provide the management expertise needed to get the company started again.

In late July, Sanboeuf purchased the plant, utilizing a unique financial package totaling \$655,000. Each employee hired assumed loans for \$3,000 — a total of \$90,000 initially — using their share of the stock as collateral. Sanboeuf matched these funds and the city of Independence contributed a community development block grant of

\$175,000. In addition, a \$150,000 state community development block grant, administered by OPP, is being used to lower the interest rate on the loans needed by the employees and Sanboeuf.

The final result is the Independence plant is now in production under the name of Iowa Ham Canning Inc., producing custom-packed hams and other meats for contracting companies. It is fifty percent owned by the employees and fifty percent by Iowa Ham Processors. The initial employment equals 30 workers, and the new owners hope to employ up to 100 workers in six to nine months.

Bob Krogman, president of TOG, summed it up best when he stated, "It kind of demonstrates what everyone can do working in the same direction."



A large crowd gathered in 90-degree heat in the parking lot of the vacant packing plant on July 20 to hear the announcement that the plant would be re-opened as Iowa Ham Canning Inc. Gov. Terry Branstad (at the podium) complimented the effort of the Independence community in recruiting the new industry.



Members of TOG marked the plant's re-opening with a celebration at the TOG Center after the press conference. Making a toast to the success were (left to right) Bob Krogman, president; Helena Mulvaney, vice president; John Raydow and Bonnie Feldpouch of the area Dislocated Worker Center. (Photos provided by Independence Conservative).

Statistical Process Control comes to Iowa

American businesses and industries across the country are adopting and training personnel in a management philosophy that utilizes Statistical Process Control (SPC) methods to improve quality and productivity. Developed and advanced by Dr. W. Edwards Deming, a native Iowan, his 14-point theory of management stresses continual quality improvement by statistical testing at various stages of manufacturing and marketing. The major goal is productivity through efficiency and delivery of a product in which workers and management can take pride and which consumers will buy because they believe in it.

The Deming philosophy, credited with helping Post-War Japan develop the ability to produce low cost, high quality products, is best stated in an article published in the May issue of *The Dominion Business News*. Dr. Deming states, "This simple theory

— that if you improve quality, you improve productivity, your costs will go down, your prices will go down. It is inevitable . . . By striving for constant improvement, work is better performed, less time is lost on mistakes and effort is consequently put to better use."

Dr. Deming's principles of management use SPC to improve quality in such a way that it reduces manufacturing costs. Unlike traditional quality control systems that use defect detection after product production, SPC prevents the manufacture of defective products since quality testing is an on-going, on-line process. Currently, between 15 and 40 percent of the cost of manufacturing any product is caused by the failure to make it right the first time.

SPC in Iowa

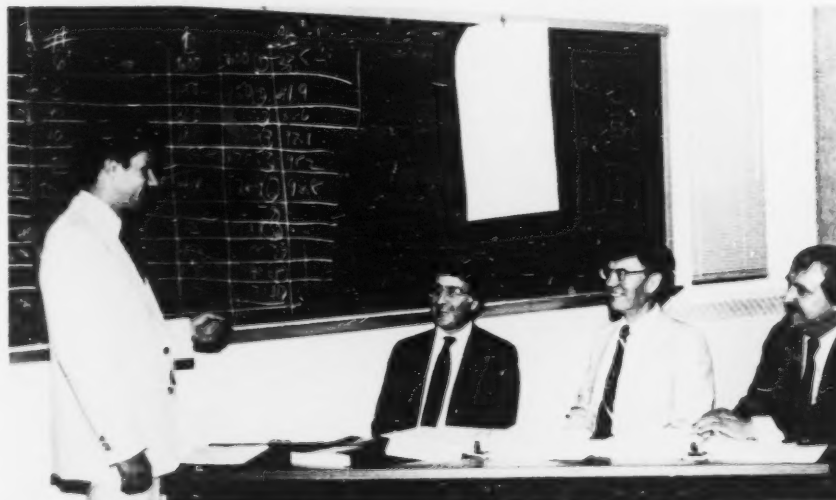
Since many companies are

mandating their suppliers to adopt SPC methods of quality control, the Iowa Productivity Consortium was formed to put together a program to improve the quality and productivity of business and industry throughout the state. The Consortium as sponsors of a nationally-recognized training program, along with Ford Motor Company, TRW, Eaton Corporation, Hydromatic Division of General Motors and the Michigan Education Department, has put together the funding for a special 16-month training program to be offered by Iowa's community colleges.

Iowa's program, which is serving as a model for other states, is a partnership of industrial, educational and governmental agencies. Funding has come from a vocational education grant of \$40,000 approved through the Department of Public Instruction and \$50,000 from JTPA funds approved by OPP and administered through DPI. Iowa Valley Community College is hosting all of the training sessions, providing on-going liaison among the community colleges statewide and is acting as the fiscal agent for the program.

In making the announcement about the formation of the Consortium last May, Governor Terry Branstad stated, "It is vitally important that our vocational schools offer Iowa workers the training that industry needs to stay competitive in the marketplace."

The first SPC workshop was held at the end of July. This seminar provided training to a community college staff person and to an industrial quality control member from each of the 15 community college districts. According to Mark Steinberg, project director and director of research and



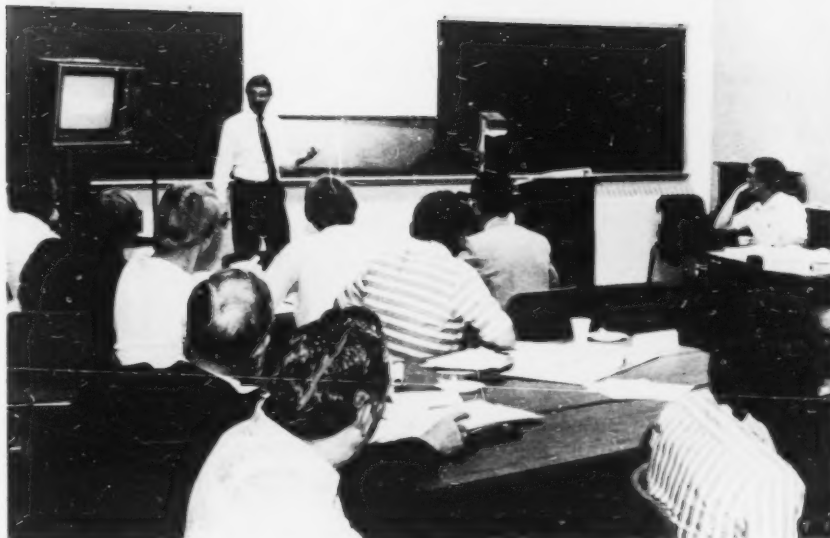
At the first SPC training workshop held at the end of July in Marshalltown, Rick Sullivan (standing), quality control manager at Eaton Corporation in Marshall, Michigan, presents his materials to (seated, left to right) Dr. Michael Cleary, professor of management at Wright State University in Dayton, Ohio; Dale Braynard, manager of human resources for the Marketing Group of the IDC; and Mark Steinberg, SPC project director and director of research and development at Iowa Valley Community College.

development at Iowa Valley Community College, "Each of the community colleges will begin, and some have already started, to offer regional SPC workshops to businesses in their areas. Later this fall, trainers will attend another seminar to upgrade their skills and receive updated video tapes and printed manuals."

Though several Iowa firms have hired SPC consultants to train their personnel, the program offered through the community colleges provides smaller industries and businesses with an affordable way to gain SPC training. "Since we are co-sponsors of the national program," states Dale Braynard, manager of the human resources section of the Marketing Group of the IDC, "we receive a 30 percent discount on all of the training materials. This alone is an important cost-savings for Iowa businesses."

The initial response to the SPC training program being offered by the community colleges has been very positive. "Most of the firms I've talked with," states Jim Reisdorfer, quality manager for Centralab and SPC instructor for Iowa Central Community College, "have been eager to join the program since they can understand that SPC provides them a total package — from management principles to data gathering techniques to problem solving analysis. It provides the 'how' to quality control."

And, SPC does work. According to Chris Adams, quality reliability engineer for Webster City Products and SPC instructor, the implementation of SPC management methods for the past year and one-half at the company's Jefferson plant contributed significantly to their recent expansion plans that will double the plant's production of



Dr. Michael J. Cleary, professor of management at Wright State University at Dayton, Ohio, is serving as an SPC instructor and will be conducting another training the trainer workshop in Michigan this fall.

transmissions used in laundry equipment. "SPC has reduced the number of major defects in our products, thus reducing scrap rates and production costs," he states.

SPC and the IDC

The Iowa Development Commission, which co-sponsors the program through its human resources section of the Marketing Group, will continue to provide support and assistance in organizing and implementing the program statewide. As Braynard states, "We needed to have a state system for SPC training to retain the jobs in a number of Iowa industries that serve as suppliers to major industry. Now that the system is implemented, and the American Society for Quality Control has agreed to provide consultative assistance to individual firms to augment the training program, Iowa companies can use

SPC to sustain their market position."

Jack Bailey, director of the IDC, states that the SPC training program provides another important benefit for economic development. "A number of corporations with whom we have visited during the Sell Iowa trips in Kansas City, Minneapolis and Chicago were pleased to learn that Iowa has a broad educational training program in SPC. Some of those firms have pursued SPC in-house; while others have felt the need to use SPC to sustain their competitiveness."

"I'm firmly convinced that the Iowa Development Commission, in cooperation with the other members of the Iowa Productivity Consortium, have put in place a unique program which will assist Iowa businesses to retain and expand their customer base, providing all of Iowa with another "competitive edge" in economic development."

A taste of
IOWATM

— A big hit in Quad Cities



The nearly 300 guests at the Taste of Iowa show held at the River Center Exhibition Hall in Davenport on September 5 enjoyed elegantly prepared hor d'oeuvres prepared from ingredients provided by the participating companies.



Gov. Terry Branstad (left) greeted guests and toured the nearly 25 participants' exhibits. He is shown here talking with Mick Schmitz with Kraus Old Style Colony Winery in Middle Amana.



Alan Niedermeir (right), owner of Todd's Ltd. in Des Moines (processors of food seasonings and spices) felt the Taste of Iowa show is "an opportunity for Iowa manufacturers who are processing good quality Iowa products to get some exposure. As this program grows, we expect to be able to expand our market into other states."

Shirley Trayfler (right) of Harker's Inc. in Le Mars, meat processors, concurs with her associate, Verne Hathaway, that they believe the Taste of Iowa program enhances their company's image as a top-notch manufacturer and distributor. As Verne Hathaway (not pictured) states, "This show certainly gives us the opportunity to sell directly to customers that we are presently serving, as well as it gives us the opportunity to meet new customers and get new leads."



Donn Campbell (right), president of Maytag Dairy Farms in Newton, and his associate Dean Paschal (left) discuss their new white cheddar cheese with buyers during the Taste of Iowa show. Campbell, who participated in the first show held last November in Des Moines, stated that they participated in the Davenport show because "we felt that Eastern Iowa would be a good place to be represented. It's good exposure for our company."

Research & Development — the data base of the IDC

The IDC's marketing strategies in economic development, industrial trade, food processing and production, and tourism require a base of information for decision-making. The Research Group provides the key elements by assembling and providing those pieces of information for the other groups so that they can successfully accomplish their goals and objectives.

Monitoring the competition

To provide a strong data-base structure for the agency, research has been compiling as much information as possible about Iowa's competition. As Doug Getter, group manager, states, "It is a marketing game, and you have to look at the same kind of marketing mix challenge as if we were a company such as Proctor & Gamble trying to sell a product. One of the key elements is to know who your competition is."

To do this, Ben Webb reviews publications from several states to get a pulse of what has happened or is happening within their economies, both in the business and legislative communities. This information is then analyzed for ways to enhance Iowa's competitive marketing thrust.

Economic development prospects

Historically, the agency has tried to generate prospects through an "ad-response" mechanism system, rather than a direct approach, highlighting those sales points that would interest a particular prospect. Research is currently in the process of developing a system for a direct approach to potential prospects.

Under the direction of Allen Williams, the Research Group is working on a pilot project with 2,300



Members of the Research Group (left to right) are Ben Webb, Kim Van Eck, Doug Getter, Marcella Phillips and Nancy Landess. Allen Williams is also a member of the group, but was unavailable when this photo was taken.

companies in the United States that have a certain threshold in terms of sales and employment, as well as represent eight particular industrial or business groups, that show a reasonable rate of growth. As this project matures and progresses, the information provided can be used as the focal point in designing the marketing thrust to potential prospects. According to Getter, "Our hope is to get a greater return on the limited resources that are provided for promotion/advertising our economic development mission."

Assisting Iowa communities

An integral part of the overall mission of the IDC is assisting communities in selling themselves to potential prospects. Though the majority of these efforts are directed by the IDC's Community Resources Group, there is a data element that is the direct responsibility of the Research Group, mainly Kim Van Eck.

Two important information pieces — the Community Quick Reference

and Available Buildings — present factual community data. The Community Quick Reference, which needs to be updated annually by the community, provides potential prospects with information such as population, educational facilities, municipal services, tax structure, labor force and commercial/industrial services. This pamphlet may be the first insight a prospect will have about a particular Iowa community.

The Research Group also attempts to maintain a working base of available building information for potential prospects. These pamphlets depict site plan, building plan and specifications and location, as well as pertinent information about utility services and transportation.

Ultimately, the goal of the Research Group is to refine this process to the point that it can be placed on a national data base for site location. This service will be provided to a potential prospect, enabling the prospect to access the system for information on the

continued on page 10

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply¹

June, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	199	1,074	Iowa City	233	1,834
Atlantic	225	389	Keokuk	45	319
Burlington	329	1,084	Marshalltown	99	490
Carroll	203	834	Mason City	297	854
Cedar Rapids	544	1,793	Muscatine	118	417
Centerville	121	261	Newton	115	414
Charles City	61	351	Oskaloosa	51	355
Clinton	208	774	Ottumwa	124	822
Council Bluffs	369	2,009	Sheldon	59	208
Creston	75	477	Shenandoah	145	665
Davenport	388	1,869	Sioux City	754	1,995
Des Moines	1,262	3,506	Spencer	113	532
Dubuque	298	1,566	Storm Lake	62	224
Fairfield	15	177	Waterloo	412	2,106
Fort Dodge	260	1,213	Webster City	62	411
Fort Madison	69	283			
			Statewide	7,381	27,490

¹All new applicants and job openings listed with Iowa Department of Job Service

U.S. Consumer Price Index

	June 1984	June 1983
All Urban Consumers (1967 = 100)	310.7	298.1

U.S. Composite Construction Cost Index

	April 1984	April 1983
U.S. Composite Construction Cost Index (1977 = 100)	161.9	156.8

Business Data

	6/84	6/83	6 mos. '84	6 mos. '83
New Car Registrations	7,746	8,785	46,792	44,832
Iowa Savings & Loan (\$000,000)				
Total Loans Closed	80.8	71.1	334.1	208.4
Savings	58.4	68.5	160.1	561.2
Work Force ('000)	1,401.1	1,408.1	1,351.6	1,359.7
Unemployment	62.9	81.0	74.2	97.2
Rate (% of work force)	4.5	5.8	5.5	7.2
Employment	1,338.2	1,327.1	1,277.5	1,262.5

Value of New Dwellings¹ (\$000)

	7/84	7/83	7 mos. '84	7 mos. '83
Ames	\$ 950.0	\$ 450.0	\$ 1,955.0	\$ 1,812.0
Bettendorf	611.3	632.1	5,231.6	3,528.7
Burlington	65.0	238.0	941.0	948.7
Cedar Falls	62.8	42.8	1,270.9	867.1
Cedar Rapids	307.5	85.8	2,415.7	976.2
Clinton	0	111.0	280.0	482.5
Council Bluffs	739.9	276.1	4,578.4	1,347.5
Davenport	1,200.3	946.0	5,646.5	4,596.0
Des Moines	1,693.4	400.6	22,138.3	3,520.5
Dubuque	379.2	271.8	1,259.7	692.5
Fort Dodge	3,375.8	198.0	4,233.5	864.3
Iowa City	688.2	2,637.6	13,587.5	22,013.5
Keokuk	0	49.0	371.0	246.0
Marion	97.7	107.8	942.3	544.2
Marshalltown	51.0	0	423.0	237.0
Mason City	1,247.0	525.9	3,045.8	1,584.1
Muscatine	80.0	107.0	990.0	3,015.6
Newton	70.5	175.0	235.8	175.0
Ottumwa	40.0	0	229.0	445.0
Sioux City	170.0	353.7	1,391.9	1,101.2
Urbandale	1,241.9	720.4	10,797.3	3,584.8
Waterloo	189.2	125.0	970.7	1,355.5
W. Des Moines	3,385.9	1,997.8	10,509.6	9,331.8
Total	\$ 16,646.6	\$ 10,451.4	\$ 93,444.5	\$ 63,269.7

¹Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	June 1984	June 1983
Beef, Choice:		
Retail price (cts./lb.)	239.7	244.1
Net carcass value (cts.)	144.4	152.0
Net farm value (cts.)	136.7	143.3
Farm-retail spread (cts.)	103.0	100.8
Pork:		
Retail price (cts./lb.)	159.9	168.2
Wholesale Value (cts.)	110.8	105.8
Net farm value (cts.)	80.0	73.1
Farm-retail spread (cts.)	79.9	95.1
Dairy Products:		
Retail cost (1967 = 100)	251.7	249.8
Farm value (1967 = 100)	252.9	258.1
Farm-retail spread (1967 = 100)	150.6	242.5
Eggs:		
Retail cost (1967 = 100)	185.8	173.8
Farm value (1967 = 100)	192.8	191.4
Farm-retail spread (1967 = 100)	175.7	148.4

Personal Income Quarterly Periods

	1984	1983
Personal Income (\$000,000)	36,566	30,722

Stock Index

	Iowa*	Dow Jones Industrial
May, 1984	194.32	1,104.85
June, 1984	197.80	1,132.40
July, 1984	190.52	1,115.28

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	7/84	7/83
Corn, bu.	\$ 3.25	\$ 3.03
Soybeans, bu.	6.72	6.22
Oats, bu.	1.85	1.59
Hogs, cwt.	51.50	42.90
Beef cattle, cwt.	60.00	57.20
Calves	57.80	59.60
Milk (whls), cwt.	12.40	12.90
Sheep, cwt.	15.40	17.00
Lambs, cwt.	63.10	51.50
Eggs (market), doz.	43	39
All hay, ton baled	63.00	54.00
Turkeys, lb.	44	35

Average Price Paid by Farmers

	7/15/84	7/15/83
Beef cattle concentrated, 32-36%	\$ 12.40	\$ 13.10
Hog feed, 38-42% protein	13.90	15.00
Soybean meal, 44% protein	11.00	12.50
Dairy feed, 16% protein	191.00	192.00
Poultry feed, layer ration	215.00	188.00

Commodity Feed Price Ratios

	7/15/84	7/15/83
Hog — corn ¹	15.8	14.2
Beef cattle — corn ¹	18.5	18.9
Egg — feed ²	4.5	4.5
Milk — feed ³	1.30	1.34

¹Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

²Pounds of laying feed equal in value to 12 eggs.

³Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

legislative climate in a particular state; determine contacts in a particular state; and some of the community and availability information in an effort to trigger inquiries.

Support services for tourism

During the past three years, the Visitors and Tourism Section of the IDC's Marketing Group has been working to provide assistance to the state's tourism industry. Research's role in the process has been, and continues to be, to monitor and provide statistical information on the impact that tourism and travel may have on the state. The primary source for this information is the Welcome Center Survey. Under the direction of Nancy Landess, more than 1,200 interviews are annually conducted during the summer season. From these interviews, information is obtained about the traveler's point of origin, trip destination, average travel party size and the average daily spending per party.

"This information gives us a pretty good base of at least the traveling public that uses the interstate highway system," states Getter.

This year, the Research Group has contacted other travel information sources operated by various communities, and several of these are conducting the same survey as used by the Welcome Centers. This information will provide the tourism group with another perspective on travelers to our state.

In addition, research is attempting to establish a network of tourist attractions that maintain some type of mechanism on the number of visitations. With their cooperation, monthly reports could be assessed as to what the tourism public is

looking for, as well as how it compares to a relatively previous period. This information, combined with the survey information, should help define the tourism market in the state.

Research publications

In addition to providing support, the Research Group compiles two major directories of information — *The Directory of Iowa Manufacturers* and the *Statistical Profile of Iowa*.

The *Manufacturers Directory* is a census of Iowa manufacturers that is updated every two years. It outlines

the companies in Iowa; the type(s) of product(s) manufactured; employment size; and some contact information. This directory is available for a small fee from the Research Group.

The *Statistical Profile* provides data compiled from a multitude of sources on the state itself, surrounding states, as well as some county and community information. This directory has proven to be a useful economic development tool since it gives a prospect a wide spectrum of information about the state of Iowa without having to go to several different sources.

Correction

In the May 1984 *Digest* article entitled "Small Business Division — the voice of Iowa entrepreneurs," it stated "Nearly 70,000 Iowa businesses meet this criteria (for classification as a small business) and as such, serve as the state's largest employer category, employing approximately 75 percent of the state's work force." Technically, this information is incorrect.

As the chart below indicates, large business establishments, those employing 100 or more, employ 37.3 percent of the total Iowa workforce, while those business establishments with less than 20 employees, classifying them as a small business, employ 34 percent of the total number of employees.

**Workforce and Business Establishment Changes
1980 vs. 1982**

Employ Size Class	1980 No. Establishments by Employee Size Class	1982 No. Establishments by Employee Size Class	1980 No. Employees by Employment Size Class	1982 No. Employees by Employment Size Class
Total	66,904	65,546	886,373	834,966
1- 4	37,114	36,616	75,383	76,249
5- 9	13,789	13,890	76,494	96,158
10- 19	8,387	8,046	118,029	111,815
20- 49	4,991	4,571	154,690	141,051
50- 99	1,570	1,440	110,054	98,425
100-249	724	688	109,422	101,923
250-499	189	165	63,717	57,471
500-999	90	87	62,889	61,128
1,000 +	50	43	115,695	90,746

Source: County Business Patterns - Iowa, 1980 & 1982
U.S. Department of Commerce, Bureau of the Census

"Partners in Productivity" exhibit highlights Iowa products



Thirty-three Iowa manufacturing companies joined forces with the 52 Iowa locals of the United Auto Workers (UAW) to create an award-winning display of Iowa manufactured products at the 1984 Iowa State Fair. "The theme," stated Chuck Gifford, president of the UAW Community Action Program Council, "was the outgrowth of a cooperative effort by the UAW and management to recognize employee productivity and the quality of Iowa companies."

The display, visited by more than 10,000 fair attendees, created awareness of the variety of products produced in the state. According to Winnie King, president of UAW Local 1672 in Des Moines and a quality control inspector for EMCO Specialties, "People kept expressing their amazement at the different types of products displayed, as were some of the manufacturers. One company discovered an Iowa-based company that produces the same product which they have been purchasing from an out-of-state supplier. So, this display has not only helped the public become aware of Iowa products, but it has also created awareness among the manufacturers themselves."

Manufacturers that participated in

the UAW-sponsored exhibit this year include Fruehauf Trailers of Cedar Rapids; John Deere of Waterloo, Dubuque and Ankeny; Sheaffer Pens of Fort Madison; Maytag Company of Newton; Caterpillar Tractor of Burlington and Bettendorf; Shield-Bantam industrial equipment of Waverly; H&H Tool of Cedar Falls; Champion Spark Plugs of Burlington; Donaldson's Mufflers of Grinnell; Lennox Industries of Marshalltown; Sears Manufacturing (tractor and truck seats) of Davenport; GM Carburetor Division of Sioux City; AMF of Jefferson; Western International of Des Moines; Miracle Equipment Company of Grinnell; J I Case Company of Burlington; Schoitz Engineering of Waterloo; Koehring-Bantam of Waverly; Farmhand of Grinnell; Ritchie Industries of Conrad; ERTL of Dyersville; Rochester Products of Sioux City; ESB (Exide) of Burlington; EMCO Specialties of Des Moines; Lefebure of Cedar Rapids; Cherry-Burrell of Cedar Rapids; Cooper of Marshalltown; Walsh of Charles City; Fisher Controls of Marshalltown; Thombert of Newton; Newton Foundry; Winpower of Newton; and Vernon Advertising Specialties of Newton.



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Live! From Ames!

It's Iowa Community Betterment Recognition Day!!!

Tune-in WOI-TV or the Iowa Cable Network on Saturday, October 27,
at 6:30 p.m. for the live presentation of the Iowa Community
Betterment Recognition Day Awards.

Join us as we pay tribute to those hard-working volunteers whose
community improvement projects have been judged as "The Tops."
Mark your calendar for Saturday, October 27, at 6:30 p.m. and tune-in
the Iowa Community Betterment Recognition Day Awards!